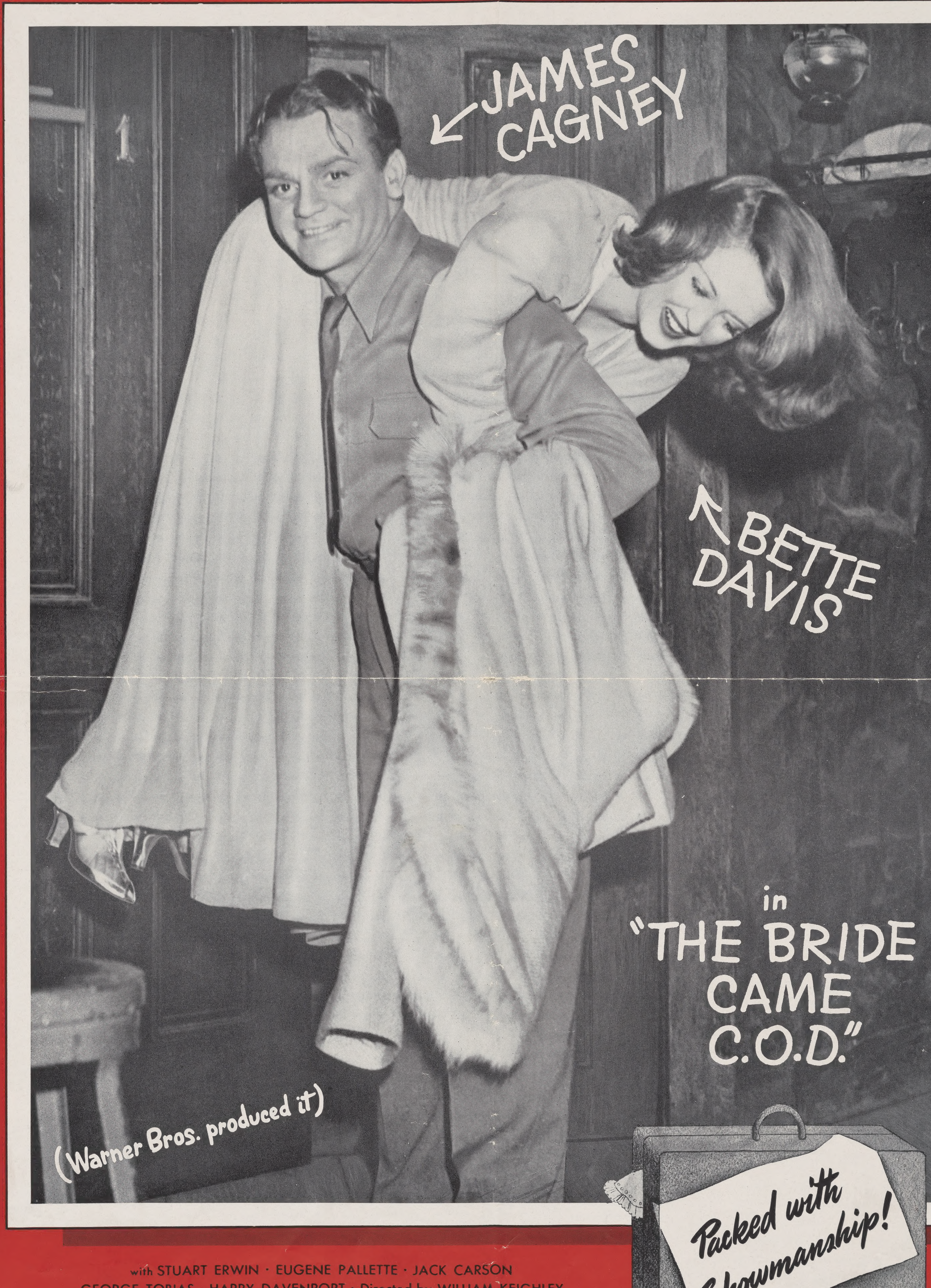


JAMES CAGNEY

BETTE DAVIS

in

"THE BRIDE CAME C.O.D."

(Warner Bros. produced it)

Packed with Showmanship!

with STUART ERWIN · EUGENE PALLETTE · JACK CARSON
GEORGE TOBIAS · HARRY DAVENPORT · Directed by WILLIAM KEIGHLEY
Screen Play by Julius J. and Philip G. Epstein · From the Story by Kenneth Earl and M. M. Musselman
Music by Max Steiner · A Warner Bros.-First National Picture

It's JIMMY

CAGNEY!

It's BETTE

DAVIS!

TOGETHER

In a rough-and-tumble comedy all their own!

Be **BIG** about it-and sell this show for all its worth!

Prepared for you is a **HOWL** of a campaign →

Country of origin U.S.A. Copyright 1941 Vitagraph, Inc. All rights reserved. Copyright is waived to magazines and newspapers.

Here comes "THE BRIDE"...

Packed with EXPLOITATION

Start Right .. *in Newspapers* .. 4 WAYS!

1. DELIVER LOCAL "BRIDE" C. O. D.

Arrange with newspaper to find a local "bride" who has, by force of circumstances, been separated from her husband, preferably if the man is now serving in one of the nation's armed forces. Promote a trip by air, train or boat to deliver "the bride" to her husband for a visit.

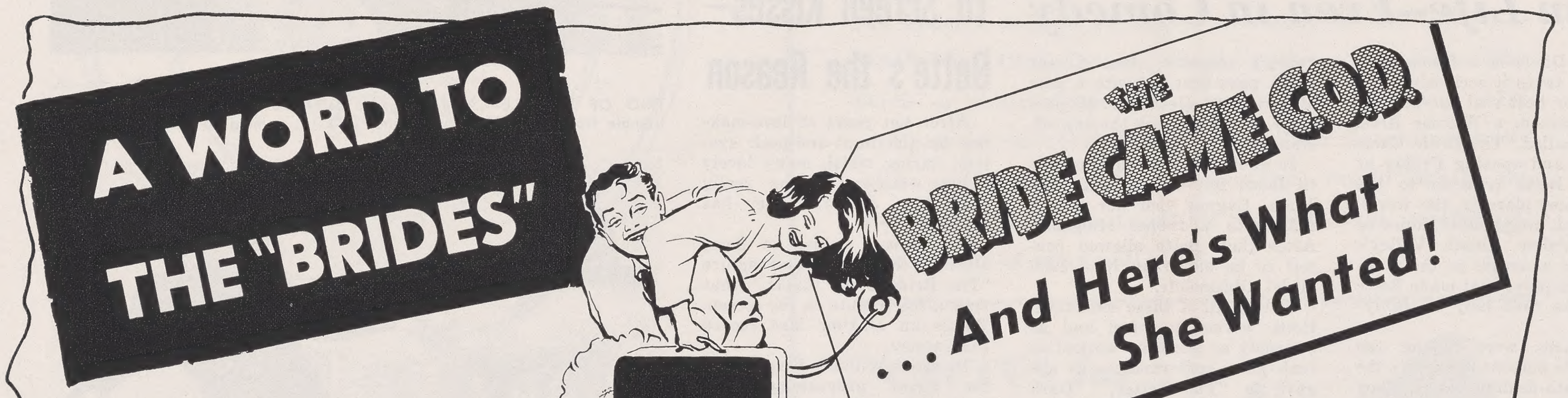
Newspaper sponsoring delivery of "bride" carries daily human interest stories on all preparations, with biggest news splurge on opening day simultaneous with gala send-off celebration on your stage.

Garner extra space and interest by tieing in "bride's" departure with local store's windows and ads, featuring "what the bride will wear."

If there is a young man in your community whose fiancee lives in another part of the country, this same newspaper promotion can be staged so that "the bride" is delivered to your city and the wedding held during your engagement.

2. DEALER CO-OP AD PAGE HEADING

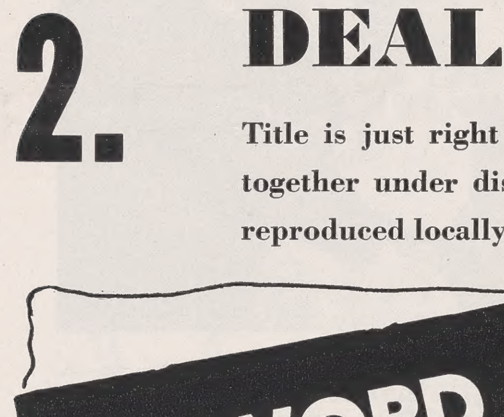
Title is just right for spread of dealer ads grouped together under display banner shown, which can be reproduced locally. Contact local paper's ad manager to start on this at least two weeks in advance. Ads might stress special "bride" or "C.O.D." appeals Add theatre and playdate credits.


A WORD TO THE "BRIDES"
THE BRIDE CAME C.O.D.
... And Here's What She Wanted!

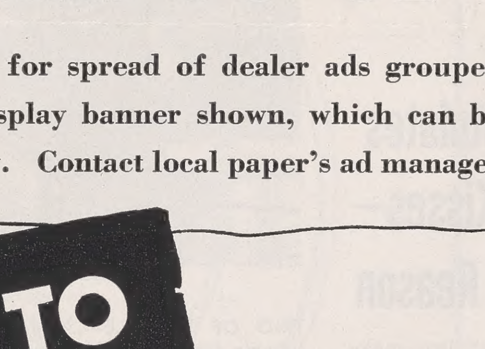
3. ONE-DAY STORY STRIP

For newspapers, especially tabloids, which prefer pictorial matter. Sells the stars and comedy. Order CO Mat 501B—75c—from Warner Bros. Campaign Plan Editor—321 W. 44 St., New York City.

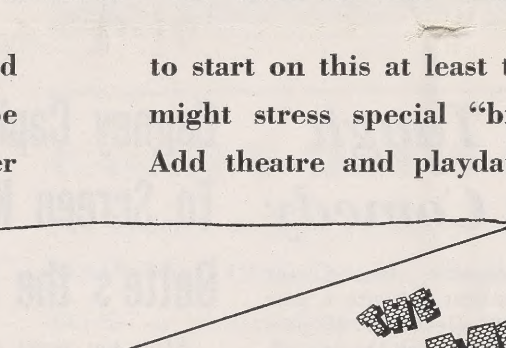
MOVIE OF THE WEEK *"The Bride Came C. O. D."* JAMES CAGNEY — BETTE DAVIS
A Warner Bros.-First National Picture



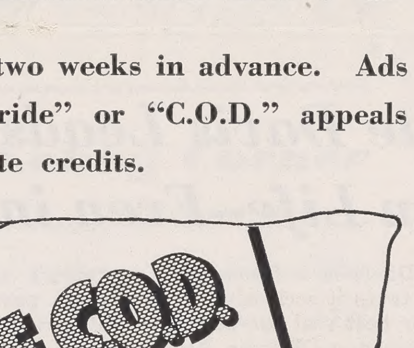
Tommy Keenan (Stuart Erwin), Hollywood radio commentator, to provide a thrill for his listeners, promotes an elopement between Joan Winfield (Bette Davis), daughter of a Texas oil tycoon, and a band leader, Allen Brice (Jack Carson). Joan's father hears Keenan's broadcast and phones his daughter forbidding the marriage.



Steve Collins (James Cagney), whose plane was chartered for the elopers, gets into phone communication with Lucius K. Winfield and agrees to deliver his daughter to him the next morning, unmarried, C.O.D. Omaha. Steve boldly takes off with Joan, leaving Keenan and Brice behind. The plane crashes in the desert near a ghost city.



Pop (Harry Davenport), the only resident, jails Steve, believing him a kidnaper. Joan tries to signal passing planes. Steve, trying to prevent this, chases Joan into a deserted mine tunnel. A cave-in imprisons both. Keenan and reporters arrive by plane. In the meantime, Mr. Winfield and Allen are flying toward the desert hideaway.



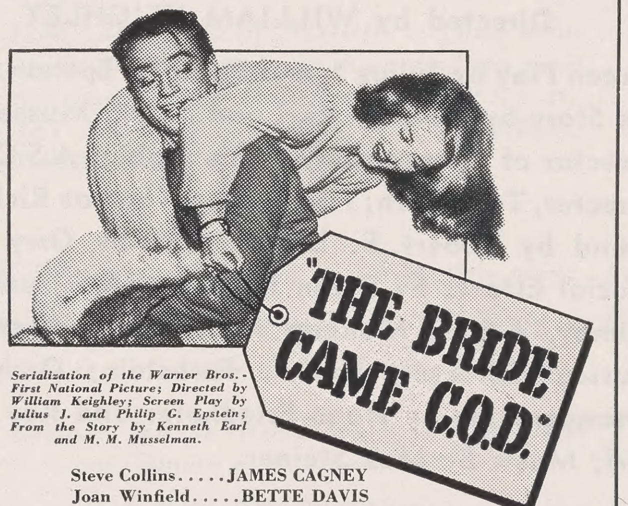
Stalling for time until Wr. Winfield arrives, Steve arranges that Joan and Allen be married on the spot, knowing that a wedding by a Nevada justice of the peace performed in California is illegal. The ruse works. Steve gets his money and Joan as his bride (by mutual consent).

4. free!

6-DAY SERIAL

More and more newspapers are giving their readers screen story fictionizations . . . featuring them as "The Movie Serial of the Week." Start serial six days in advance of opening with newspaper promotional ad (below) planted daily for full week in advance of newspaper publication date.

"MOVIE SERIAL OF THE WEEK" STARTS IN (PAPER) MONDAY


"THE BRIDE CAME C.O.D."

Serialization of the Warner Bros.-First National Picture; Directed by William Keighley; Screen Play by Julius J. and Philip G. Epstein; From the Story by Kenneth Earl and M. M. Musselman.

Steve Collins.....JAMES CAGNEY
Joan Winfield.....BETTE DAVIS

Jimmy Cagney and Bette Davis scrap, battle, maul and kiss their way into many of the year's funniest adventures . . . with Jimmy as a tough airplane pilot . . . and Bette as a reluctant bride. Don't miss a single exciting adventure of "The Bride Came C.O.D."

STARTS MONDAY IN (PAPER)

SERVICED FREE TO EDITORS

Mats of type and art plus galley proofs sent to newspapers on request to Warner Bros. Campaign Plan Editor, 321 West 44th St., N.Y.C. Stills of the six daily scenes supplied free if newspaper prefers.

Exploitation Continues on Alternating Pages . . .

Let 'Em Know "THE BRIDE" Is Coming With These Special PUBLICITY Features

Mat 204—30c

Cast

Steve Collins	JAMES CAGNEY
Joan Winfield	BETTE DAVIS
Tommy Keenan	Stuart Erwin
Lucius K. Winfield	Eugene Pallette
Allen Brice	Jack Carson
Peewee	George Tobias
Pop Tolliver	Harry Davenport
Sheriff McGee	William Frawley
Hinkle	Edward Brophy
Judge Sobler	Harry Holman
1st Reporter	Chick Chandler
2nd Reporter	Keith Douglas
3rd Reporter	Herbert Anderson
McGee's Pilot	William Newell
Keenan's Pilot	DeWolf Hopper

•

Production

Directed by WILLIAM KEIGHLEY

Screen Play by Julius J. and Philip G. Epstein; From the Story by Kenneth Earl and M. M. Musselman; Director of Photography, Ernie Haller, A.S.C.; Art Director, Ted Smith; Film Editor, Thomas Richards; Sound by Robert B. Lee; Gowns by Orry-Kelly; Special Effects by Byron Haskin, A.S.C., and Rex Wimpy, A.S.C.; Makeup Artist, Perc Westmore; Musical Director, Leo F. Forbstein; Orchestral Arrangements by Hugo Friedhofer and Ray Heindorf; Music by Max Steiner.

•

Story

(Not For Publication:) Columnist Tommy Keenan (Stuart Erwin) starts a lot of activity just to pep up a lagging radio program. He gets heiress Joan Winfield (Bette Davis) to elope with band leader Allan Brice (Jack Carson). They hire Steve Collins (James Cagney), who is about to lose his plane to the finance company, to fly them to Arizona. Father Lucius Winfield (Eugene Pallette) makes a deal with Steve to turn Joan over to him at $10 a pound. Steve takes off alone with Joan, and the story of kidnapping is flashed over the nation's wires. When the plane is forced down in the desert, they discover a ghost mining town. Its sole inhabitant, Pop (Harry Davenport) locks Steve up after hearing the kidnapping report on the radio. Joan signals a plane with a mirror. Pop hears the truth on the radio and releases Joan, who flees again into a mine tunnel. Steve follows. He doesn't let on when he finds an exit, letting her think they're lost till Lucius can arrive. Joan believes the end is near, kisses Steve to let him know she cares. Mustard on his lips give him away. They leave the tunnel. Planes start arriving. Steve battles Brice, finally lets him marry Joan, knowing the Nevada justice marrying them in California isn't legal. Keeping them apart till Lucius' arrival is his problem, and he handles it neatly, to provide a swell comedy finish.

(Running Time—92 min.)

Cagney, Bette Davis Together in Comedy Hit, 'Bride Came C.O.D.'

(Lead Story)

In line with their policy of presenting the pick of screen entertainment, the Strand Theatre management announces that they have scheduled "The Bride Came C.O.D.", starting on Friday. James Cagney and Bette Davis are co-starred in the new Warner Bros. comedy, the romance between an aviator and an heiress, a frothy story sleekly modelled along streamlined laugh lines.

For Cagney and Miss Davis, "The Bride Came C.O.D." marks their first co-starring effort, and according to all advance reports, the team sets a new record for smooth coordination in getting the most out of the clever comedy script.

"The Bride Came C.O.D." tells the amusing tale of a spoiled young debutante with more dollars than sense and an aviator with just the opposite combination. She is about to elope with a self-infatuated bandleader, who hires Cagney to fly them to Las Vegas. But Cagney, desperately in need of funds in order to keep up payments on his plane, decides it will be more profitable to deliver the bride back home to her doting papa. He gets her father on the phone and clinches the deal. He will be paid ten dollars a pound, C.O.D., for delivering the would-be bride, unmarried. By a simple ruse, he gets Bette in the plane first, and flies off, leaving the bewildered bridegroom gaping on the ground. Positive that she is being kidnapped by a desperate criminal—an illusion which Cagney does nothing to shatter—she attempts a parachute jump and lands safely but painfully in a bed of cactus. Cagney makes a forced landing, and knocks his plane out of commission.

The two get to know each other rather well during the next few days. Near their landing place, they discover an abandoned mining town, with a population of one. He is, handily, the hotel-keeper, a delightful old fellow, who gives credence to Cagney's story of their being lovers who have quarelled, rather than Bette's story of being kidnapped. From here on, it's a battle of wits between the pair, with Bette trying to get back to civilization and her bridegroom, and Cagney trying to keep her there until he can fix his plane, fly her to her father, and collect ten dollars a pound for her.

Matters go on somewhat in this fashion: Bette sees some army planes flying over the desert, signals to them with a mirror held up to sun. Cagney, seeing that her signal has succeeded in attracting attention, lures her into an empty mine tunnel. Trying to get out, Bette knocks down some of the rotting wooden supports, causes a cave-in. They believe they are trapped. Cagney, however, soon locates a way out, through the hotel kitchen, helps himself to some food, then comes back to report dolefully to Bette that they are indeed lost. Believing that the end is near, she throws off all pretense, admits that she cares for him. There is a clinch, then Bette tastes mustard on his lips. His ruse having failed, he has to take her out of the mine.

A small army is waiting for them. Bette's fiance, a sheriff, reporters and photographers, and a justice of the peace. Cagney's game seems to be up, and he pretends to give in gracefully. He even acts as best man at the ensuing wedding. But not until he has secretly ascertained that the justice of the peace is from Nevada, and the ghost town is in California. The wedding is, of course, illegal, but Cagney bides his time about letting the bride know that. The ending is cleverly handled, maintaining the suspense right up to the last minute.

William Keighley, ace director, whose comedy hits include "Yes, My Darling Daughter" and "No Time For Comedy," has made the most of the swell comedy script by Julius J. and Philip G. Epstein, based on a story by Kenneth Earl and M. M. Musselman.

Featured in the cast besides the two stars, are Stuart Erwin, Jack Carson, Eugene Pallette, George Tobias, Harry Davenport, William Frawley, Edward Brophy, Harry Holman, Herbert Anderson and many others.

Bette Davis Leads Tough Film Life--Even in Comedy

Bette Davis is a funny girl. And she takes it seriously.

For her first real fun-making on the screen, a Warner Bros. picture called "The Bride Came C.O.D.," and opening Friday at Strand, Bette traveled to the un-funniest place in the world, to the hot, rough sand dunes of Death Valley. Death Valley's history is as tragic as the notable screen plays that made Bette Davis the first lady of Hollywood.

Spaniards were among the first white persons to explore the vast, death-dealing valley. They perished by the hundreds, dying of thirst and heat, in their search for gems. The Mormons came later, seeking precious metals. Their bones now mingle with lime deposits. The Jayhawkers, the Arcane-Manly party, struggled through in 1849, seeking a short cut to the gold fields of California, and gave the valley its appropriate name.

Not until Death Valley Scotty, a man of fabulous imagination, apparently impervious to 130 degrees of heat, made the Valley his home and publicity headquarters almost half a century ago, did tourists venture in. Even today, according to National Forest Rangers, the chief problem in patroling Death Valley is the rescue of stranded, heat-crazy amateur explorers. Seven or eight die every summer in spite of rigid precautions by the Federal officers.

This is where Bette Davis came to make her comedy with James Cagney.

As an eloping bride in the picture and a bride in real life of only two weeks, Bette honeymooned comically in Death Valley with a Warner Bros. company of 150 technicians and players.

In her first scene, she leaped out of an airplane and landed in a cactus patch. As a matter of fact, she was supposed to land in soft sand. Instead, she leaped too enthusiastically, lit sunny side down on the cactus, and rose with a howl that shamed the valley's coyotes. Dr. Lester Clark gave first aid with a pair of tweezers. He made 45 gestures, and Bette took the day off, standing up.

In another scene—delayed until Bette felt able to take it—James Cagney shot her in the rear with a rubber slingshot. After that, Bette allowed herself to be blown up in a 1909 model Oldsmobile.

During all of these sequences, Bette worked as hard and as seriously as she ever worked in such grim performances as she gave in "The Letter," "Dark Victory," and "Juarez," dramas which were relieved by no such monkeyshines as cactus sitting.

'The Bride Came C.O.D.' Booked for Strand

James Cagney and Bette Davis and the exciting star combination heading the cast of "The Bride Came C.O.D.", the film which makes its debut on Friday at the Strand. Previewed in Hollywood, the Cagney-Davis picture is hailed as the best of the year's light comedy entertainment.

Stuart Erwin, Eugene Pallette, Jack Carson, George Tobias, and Harry Davenport head the supporting cast of able comedy players who help Cagney and Miss Davis to make "The Bride Came C.O.D." race along merrily without a let-up in the hilarity from start to finish.

William Keighley, ace comedy director, has guided with a light but firm touch the script by those masters of the scintillating syllables, Julius J. and Philip G. Epstein, from a story by Kenneth Earl and M. M. Musselman.

More Publicity Follows on Alternate Pages

Cagney Capitulates To Screen Kisses—Bette's the Reason

After ten years of love-making by the hunt-and-peck system, during which many lovely ladies wondered if he really could kiss, James Cagney has given in.

He planted a kiss on Bette Davis in the new Strand picture "The Bride Came C.O.D.," that runs a full minute on the screen. That's an all-time kiss record for Cagney.

Director William Keighley is the agent provacateur who tricked Jimmie into the lingering caress, and it happened before Jimmie realized what was going on.

Determined to get that kiss on record, Keighley neither mentioned it nor rehearsed it during several days of shooting in a gold mine tunnel set. He had several hot fires built and filled the tunnel with smoke.

"It was a cinch when we came to the kiss scene," Keighley said. "Both of them were drowsy with heat and fumes, and Cagney was so relaxed that he simply followed directions."

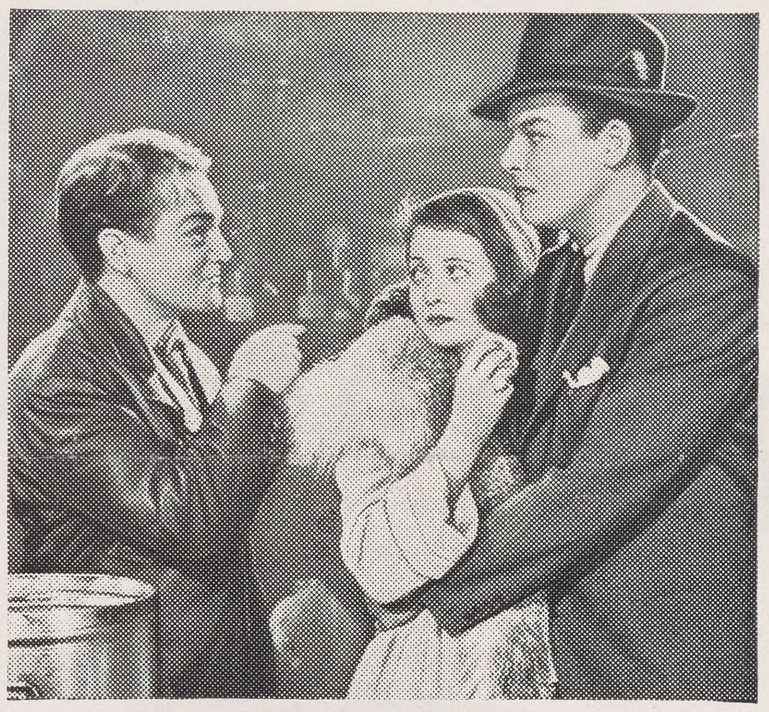
If Cagney was unkissed, or only half-kissed, in previous pictures, it was all his own fault. His leading ladies have included Joan Blondell, Marion Nixon, Patricia Ellis, Alice White, Loretta Young, Evalyn Knapp, Rosemary Lane, Madge Evans, Olivia de Havilland, Rita Hayworth and Ann Sheridan.

The kisses he gave them were nothing to set down in a girl's diary. No actress playing opposite Cagney has ever swooned because of his ardent love-making, and he has become unjustly famous as a woman beater in pictures. There's no question about it—he slaps more convincingly than he kisses.

But Bette Davis, if she likes, can preen herself for two unique honors bestowed by Cagney during production of "The Bride Came C.O.D." Jimmie had a chance in the script to strike her. He refused. He had a chance to kiss her—and did.

Mat 203—30c

NO BED OF ROSES is this cactus clump in which Bette Davis landed during filming of "The Bride Came C.O.D." her new comedy with James Cagney.

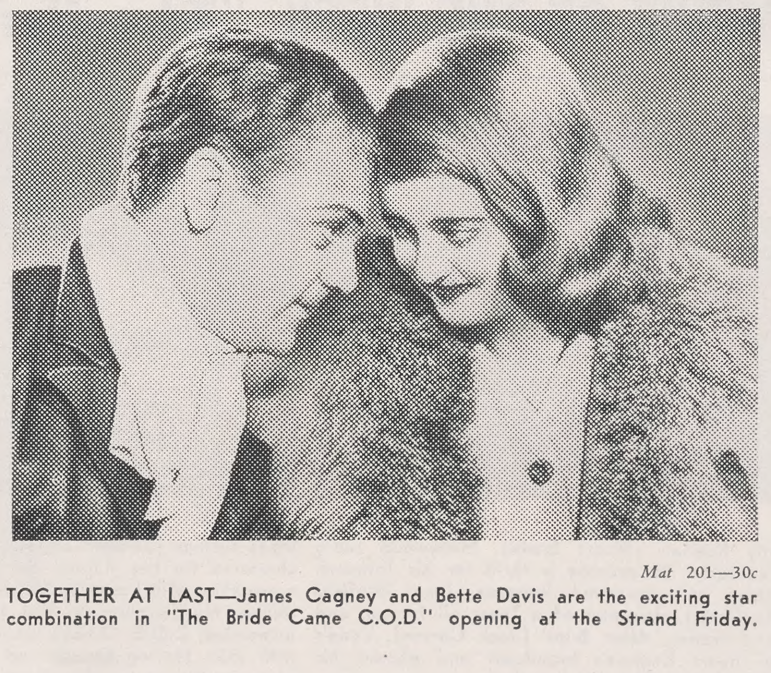


Mat 206—30c

TRIO OF TROUBLE—James Cagney, Bette Davis and Jack Carson have triangle trouble in "The Bride Came C.O.D.", coming to the Strand.

Mat 202—30c

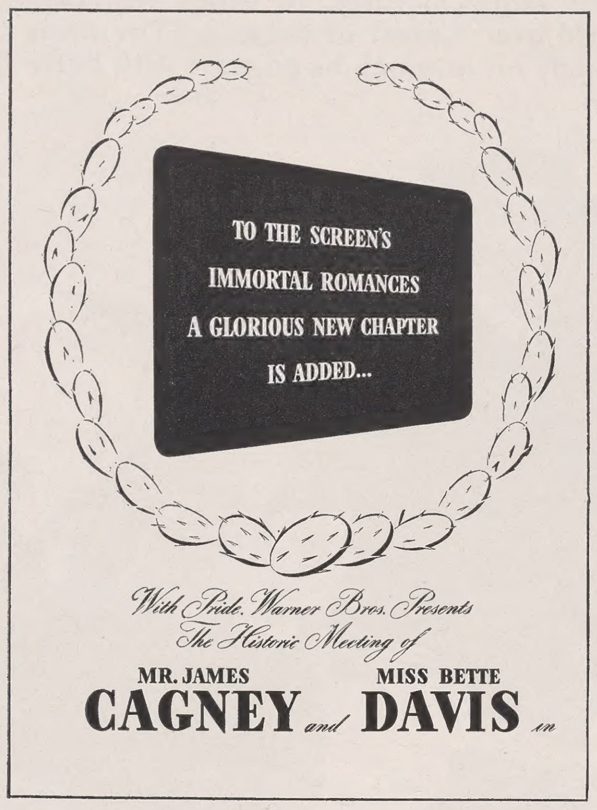
CACTUS CAGNEY RISES AGAIN as Bette Davis lends him a much-needed hand. Scene is from their new co-starring comedy hit, "The Bride Came C.O.D."



Mat 201—30c

TOGETHER AT LAST—James Cagney and Bette Davis are the exciting star combination in "The Bride Came C.O.D." opening at the Strand Friday.

Load Lobby With Laughs..Like This..



TO THE SCREEN'S IMMORTAL ROMANCES A GLORIOUS NEW CHAPTER IS ADDED...

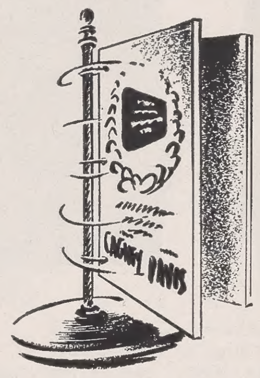
With Pride Warner Bros. Presents The Historic Meeting of MR. JAMES **CAGNEY** and MISS BETTE **DAVIS** in

[COVER]

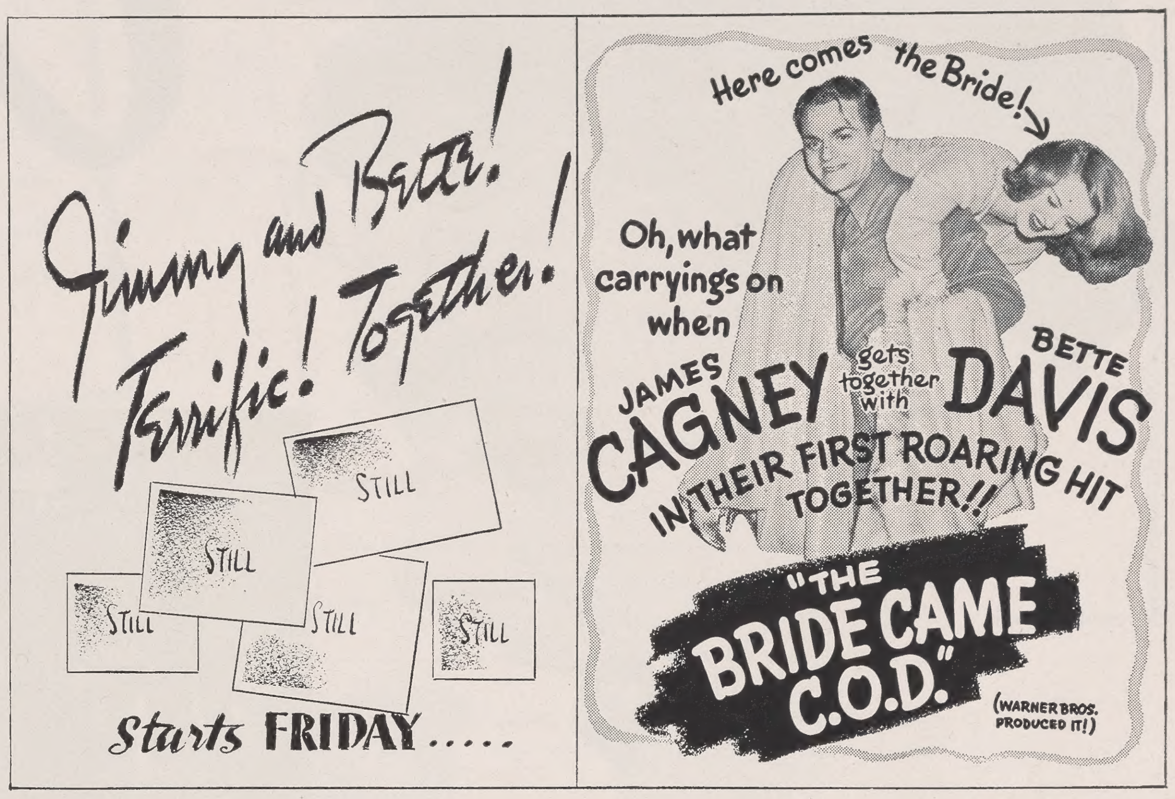
←LOBBY SET PIECE→

The uproarious romantic antics of Jimmy and Bette call for a "surprise" display in lobby. Blow up from illustration the "cover" and "inside spread" shown here and arrange an animated set piece such as described below:

Ad shown is No. 219 on page 11. Stills for display are from your Vitagraph Exchange set.



Rig up motor to display so that cover opens and then closes slowly and continuously.



Jimmy and Bette! Terrific! Together!

STILL
STILL
STILL
STILL
STILL

Starts FRIDAY.....

Here comes the Bride!

Oh, what carryings on when JAMES CAGNEY gets together with BETTE DAVIS IN THEIR FIRST ROARING HIT TOGETHER!!

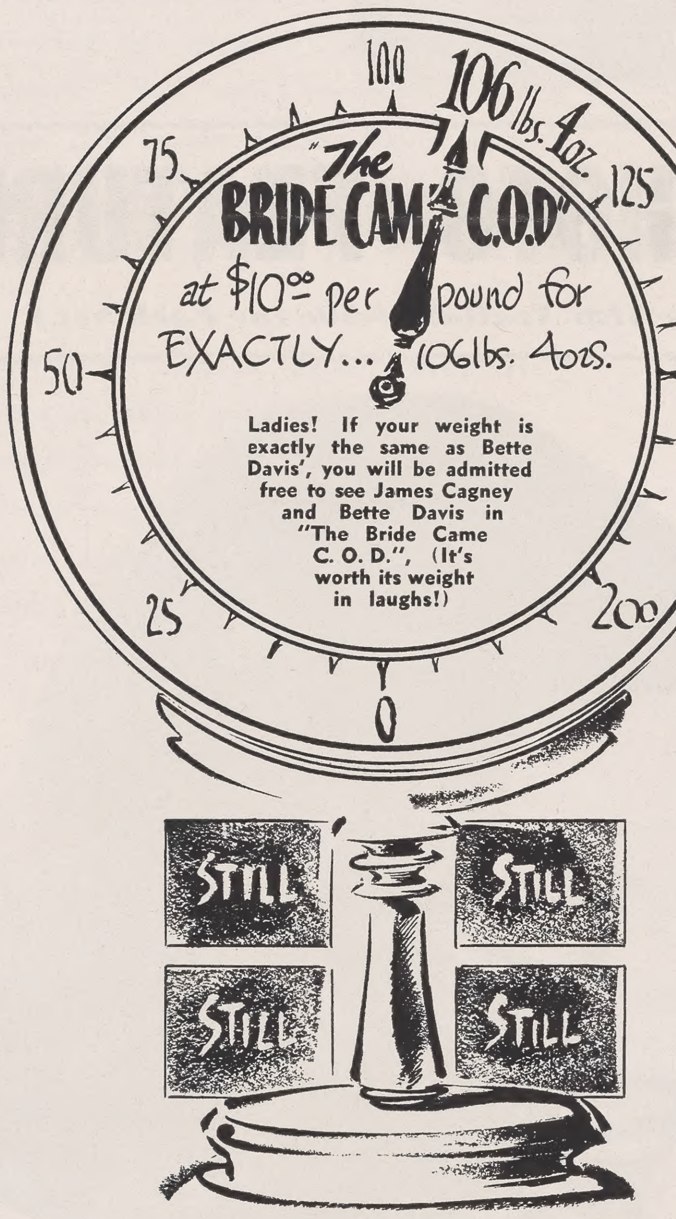
"THE BRIDE CAME C.O.D."

(WARNER BROS. PRODUCED IT!)

[INSIDE SPREAD]

PATRONS *Join in the Fun!*

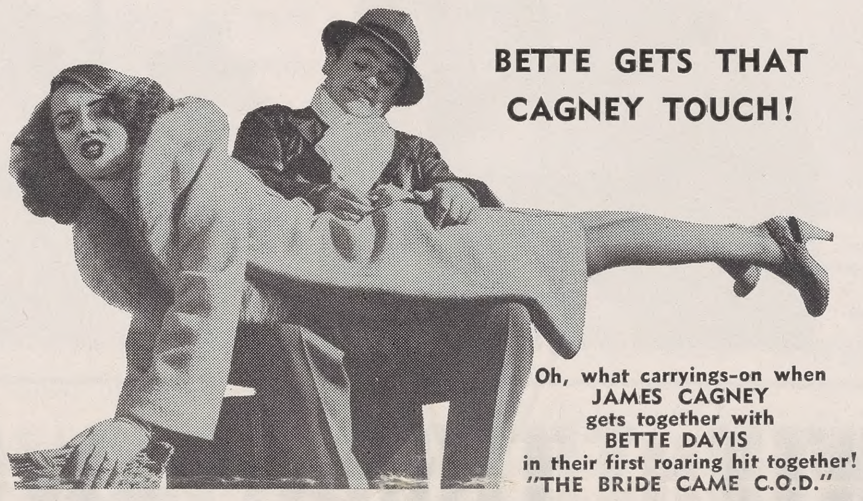
Rig up a weight scale in lobby as illustrated and invite femme patrons to try their weight. Award guest tickets to all women whose weight is exactly that indicated for Bette Davis. If a tie-up with local airline office can be arranged, have them set up the regular airline scale, and award free trip to one of the winners. Stills indicated are from your Vitagraph Exchange set.



Ladies! If your weight is exactly the same as Bette Davis', you will be admitted free to see James Cagney and Bette Davis in "The Bride Came C. O. D.", (It's worth its weight in laughs!)

ANIMATE *'That Cagney Touch'*

Blow up still CO Pub A 23 and rig up Cagney's arm so that it moves on a pivot at the wrist. Order still from Campaign Plan Editor — 10c. Copy shown below.



BETTE GETS THAT CAGNEY TOUCH!

Oh, what carryings-on when JAMES CAGNEY gets together with BETTE DAVIS in their first roaring hit together! "THE BRIDE CAME C.O.D."

CAGNEY-DAVIS *Lobby Corner*

Set apart a section of lobby or lounge as the CAGNEY-DAVIS Fan Club Corner. Invite patrons to write to Miss Davis or James Cagney as a guest of the theatre. Also poll patrons on whether they prefer Bette Davis in comedy or in serious roles; also whether they would like to see the James Cagney-Bette Davis combination continued. Post results of your poll daily.

CACTUS *for Lobby Laffs*

Cut out blow-up of Bette Davis still CO 11 and plant in lobby midst real cactus, sand and desert shrubbery. Get still at your Exchange.

THE LAUGHS *Are on You . . .*

Jimmy and Bette's first howling hit together calls for a series of easy-to-do stunts to sell the LAUGHS. For instance:

1. Man walks through streets with arm in oversized sling. Sign on back reads:

> *I rolled in the aisle roaring at the new JAMES CAGNEY — BETTE DAVIS howling hit — "THE BRIDE CAME C.O.D.".*

* * *

2. Play laughing record on P.A. system out front with sign stating:

> *You'll HOWL when you see the carryings-on of JAMES CAGNEY and BETTE DAVIS in "THE BRIDE CAME C.O.D." . . . their first roaring hit together!"*

* * *

3. Lobby display: Set up a table in lobby with such items placed on it as false teeth, shirt and coat buttons, broken spectacles, hats, shoes, etc.—with sign reading:

> *FOR LAUGHING OUT LOUD . . . These items are just a few of the casualties resulting from the laugh attack launched by JAMES CAGNEY and BETTE DAVIS in "THE BRIDE CAME C.O.D."*

* * *

4. Build a laugh display in lobby this way: On a 40″ x 60″ board mount the following items, illustrated with stills and captioned thus:

> *Cactus: "You'll HOWL when you see Bette and Jimmy in double-trouble!"*
>
> *Small parachute: "You'll ROAR when you see Bette hit the road—in the air!"*
>
> *Wooden bucket: "You'll GASP when you see Bette crown Jimmy—with this!"*
>
> *Sling shot: "You'll QUAKE when you see Jimmy swat Bette in a flank attack!"*

THE STRAND THEATRE

invites you to witness the howling high-jinks of JAMES CAGNEY and BETTE DAVIS (they're terrific together!) in Warners'

"THE BRIDE CAME C.O.D."

their first roaring hit together! Join Jimmy and Bette as they have the time of their lives in the best picture of their lives!

STARTS FRIDAY

TEASER *Invitations By Direct Mail*

Print invitations locally, as illustrated, for mailing to regular list and for distribution on store counters, in schools, offices and restaurants.

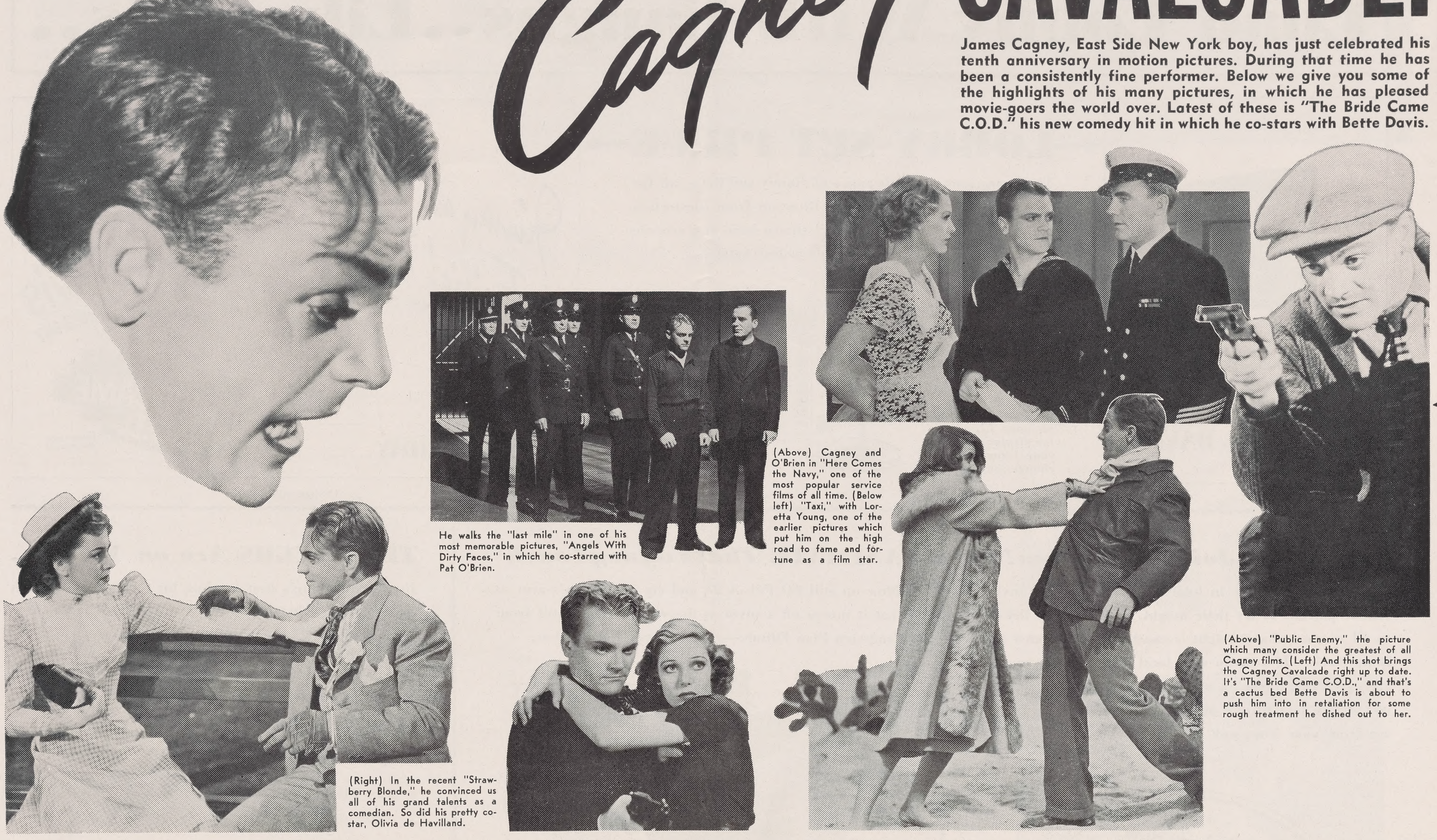
For street bally, have a pretty girl dressed as bride distribute invitations on street. If tie-up with florist can be arranged, have "bride" also give away flowers with each "invitation."

THE BRIDE *(and groom) Come C. O. D. –A Natural Set-up for Popular Stage Wedding*

If you haven't tried it recently, the popular stage wedding bally makes for an interesting promotion to sell the title by word-of-mouth and local news breaks. Have the "bride" delivered to your stage C.O.D.—payment to be made in the form of promoted gifts such as a hope chest, house furnishings, all-expense honeymoon trip, etc. Arrange for displays in windows of cooperating merchants and daily news breaks covering day-to-day developments. Sell promotion in advance in your lobby with display of mannequin in bridal outfit, with stills of Davis and Cagney arrayed in background. In advance of the wedding, arrange for newspaper interview, radio talk and shopping tour for the bride. Photos of bride shopping in cooperating stores may also be used for newspaper tie-up ads.

Cagney CAVALCADE!

James Cagney, East Side New York boy, has just celebrated his tenth anniversary in motion pictures. During that time he has been a consistently fine performer. Below we give you some of the highlights of his many pictures, in which he has pleased movie-goers the world over. Latest of these is "The Bride Came C.O.D." his new comedy hit in which he co-stars with Bette Davis.



He walks the "last mile" in one of his most memorable pictures, "Angels With Dirty Faces," in which he co-starred with Pat O'Brien.

(Above) Cagney and O'Brien in "Here Comes the Navy," one of the most popular service films of all time. (Below left) "Taxi," with Loretta Young, one of the earlier pictures which put him on the high road to fame and fortune as a film star.

(Above) "Public Enemy," the picture which many consider the greatest of all Cagney films. (Left) And this shot brings the Cagney Cavalcade right up to date. It's "The Bride Came C.O.D.," and that's a cactus bed Bette Davis is about to push him into in retaliation for some rough treatment he dished out to her.

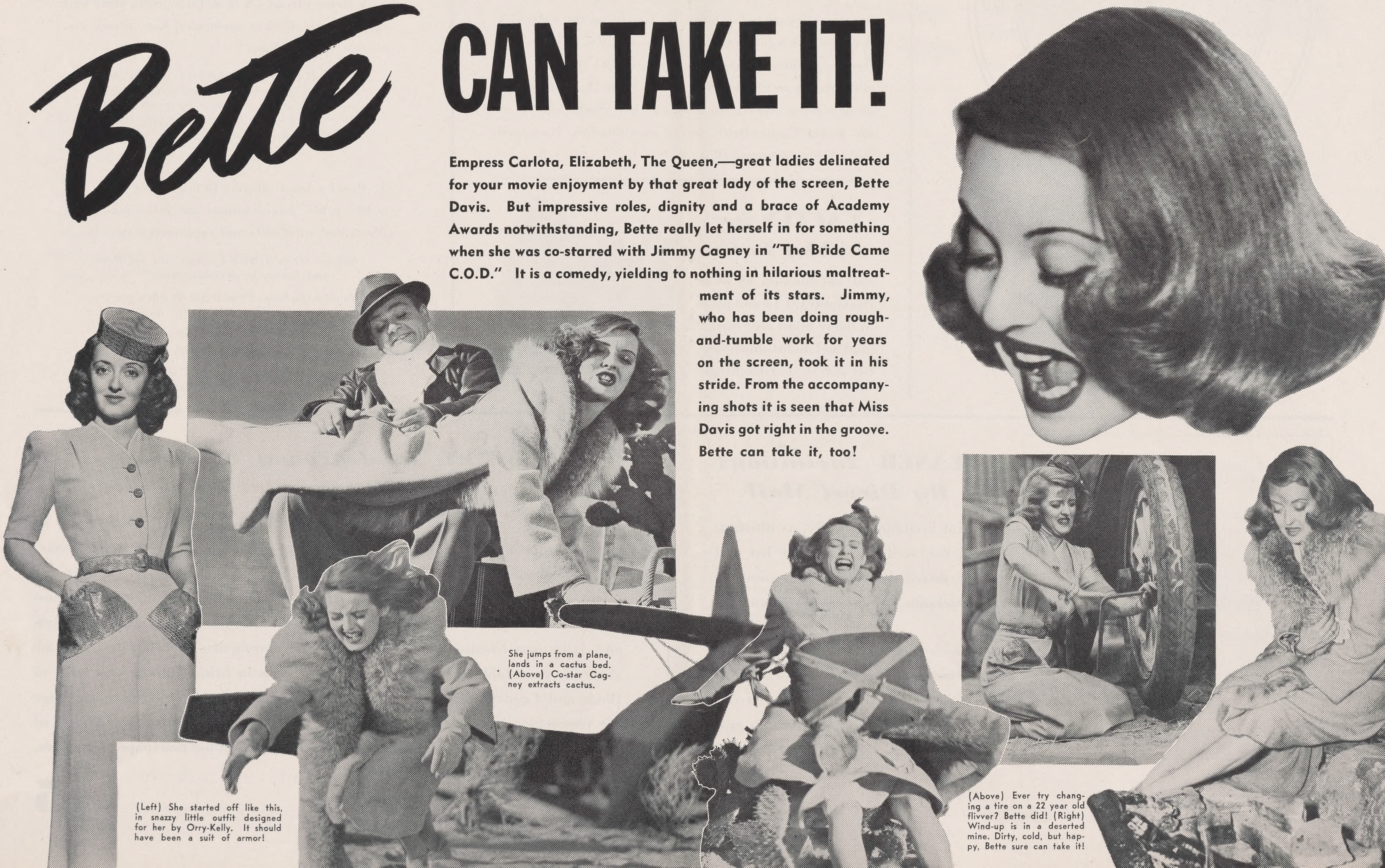
(Right) In the recent "Strawberry Blonde," he convinced us all of his grand talents as a comedian. So did his pretty co-star, Olivia de Havilland.

SELL YOUR SHOW WITH THESE TWO BIG PHOTO FEATURES

(Mats of Art Available from Campaign Plan Editor—CO Cagney Mat 801B—$1; CO Davis Mat 802B—$1. Stills Also Available—50c for Each Set.)

Bette CAN TAKE IT!

Empress Carlota, Elizabeth, The Queen,—great ladies delineated for your movie enjoyment by that great lady of the screen, Bette Davis. But impressive roles, dignity and a brace of Academy Awards notwithstanding, Bette really let herself in for something when she was co-starred with Jimmy Cagney in "The Bride Came C.O.D." It is a comedy, yielding to nothing in hilarious maltreatment of its stars. Jimmy, who has been doing rough-and-tumble work for years on the screen, took it in his stride. From the accompanying shots it is seen that Miss Davis got right in the groove. Bette can take it, too!



She jumps from a plane, lands in a cactus bed. (Above) Co-star Cagney extracts cactus.

(Left) She started off like this, in snazzy little outfit designed for her by Orry-Kelly. It should have been a suit of armor!

(Above) Ever try changing a tire on a 22 year old flivver? Bette did! (Right) Wind-up is in a deserted mine. Dirty, cold, but happy, Bette sure can take it!

. . . *And Here's More* ACTION *With These Two Big Features*

1. CONTEST– Both features are easily adapted to contests . . . in newspaper or lobby. On Cagney feature, blot out titles of former pictures and award tickets for those naming these previous Cagney roles correctly. On Davis feature, award guest tickets to your showing for the "funniest captions" written for each of the scenes shown.

2. WINDOW STREAMERS– Print a quantity of each feature under a mast head such as: PHOTO-FLASH from HOLLYWOOD. Under each layout, box picture and theatre credits. Post these streamers on all windows available; also post on bulletin boards in schools and "Y" and mount for counter display with local merchants.

3. LOBBY DISPLAY–Blow up each layout for display in lobby. Mount the Bette Davis feature on a large set piece and surround with stills from previous Bette Davis films under this banner line: A NEW Bette Davis . . . How You'll Howl When Jimmy and Bette Get Together in their First Roaring Hit!" Add picture title and full billing credits.

–plus this Fashion Layout for Women's Pages . . . .

HERE COMES 'THE BRIDE' . . .

Title is just right for many "bride" bally stunts, tie-ups and promotions. Try these:

Newspaper institutional ad contest: Paper features photo of Bette Davis as "The Bride" of the title and lists all items required by a bride for her trousseau. Readers are asked to find the ads and advertisers in the same issue featuring each of those items. Correct lists win free tickets.

* * *

Ask the married folks to enter contest answering this query: "How were you married?" Most novel ceremonies win prizes. Tie in the Cagney-Davis shennanigans via stills and ad catchlines.

* * *

Street bally: Send a "bride," properly attired in white gown and veil, riding through busiest streets on roller skates and carrying a small overnight bag with panties and other lingerie slightly exposed. Copy on bag:

> *HERE COMES "THE BRIDE"—Heading for the STRAND THEATRE. See James Cagney and Bette Davis (terrific together!) in "THE BRIDE CAME C.O.D."*

Dress shops, department stores, jewelry and cosmetics shops feature sales for "the bride." Stills and theatre credits included in windows and newspaper ads.

* * *

Invite all "brides" of less than one week to attend opening performance as guests of theatre.

* * *

Bette's elopement in an airplane is one of the highlights of the film. That's your cue to promote a one-shot woman's page feature in local newspaper on "How We Eloped." Guest tickets are awarded to those sending in the funniest or most original.

* * *

Credit stores (jewelry, clothing, furniture) are among the biggest local advertisers. Arrange for window displays and advertising tie-ups via the title, in this way:

> *" 'THE BRIDE CAME C.O.D.'—but you can get a BRAND WATCH for as little as 50c down at JASON'S JEWELRY STORE."*

SURPRISE TRAILER *is A Howl!*

Opening frames sell Jimmy and Bette as the screen's great lovers . . . then SOCK! The uproarious comedy scenes capture the screen with terrific effect on the audience. It'll have 'em howling . . . so be sure to start your screen selling early — and at every show. Book it now — at your Vitagraph Exchange!

Around the Fashion Clock

With Bette Davis, star of
"The Bride Came C.O.D."

↓ Crisp blue linen, peasant styled, with white floral applique for morning.

Dramatic evening frock, with sheer black bodice, broad striped skirt in black, green and white. ↓

For afternoon, banana yellow sheer wool suit, softly draped. Tie silk blouse and natural straw hat.

Mat 301B — 45c Order from Campaign Plan Editor, 321 West 44th Street, New York City.

TEASER *Tags*

Print message below on regular shipping tags and distribute to all patrons in advance of run. List lucky numbers on opening day and award promoted prizes to those attending and presenting their lucky tags. Copy:

One side:

What a Lucky Day For You When
JAMES CAGNEY and BETTE DAVIS
get together in
"THE BRIDE CAME C.O.D."
Their first howling hit together!
(See other side)

* * *

Other side:

Lucky Number 000
SAVE THIS TAG!

If number above is listed in our lobby on (date), this tag will admit you FREE to see JAMES CAGNEY and BETTE DAVIS in "THE BRIDE CAME C.O.D." Add theatre and picture credits.

YOU'RE *on the Air*

Try these spot teaser announcements for your radio bally:

ANNOUNCER (soft and mellow): To the immortal romances of the screen a glorious new chapter is added . . . (BIG NOISE) Pardon, but did we say "immortal" . . . we meant uproarious . . . did we say "romance" . . . we meant a 12-reel brawl that will have you howling from start to finish. That's what happens when JAMES CAGNEY gets together with BETTE DAVIS in their first big howling hit, "THE BRIDE CAME C.O.D.", opening at the Strand Theatre on Friday.

ANNOUNCER: At last they got together . . . JAMES CAGNEY and BETTE DAVIS in their first happy howling hit . . . THE BRIDE CAME C.O.D., opens at the Strand Theatre on Friday. Make a date . . . let everything else wait . . . see JIMMY and BETTE have the time of their lives in the best picture of their lives. How you'll howl! See THE BRIDE CAME C.O.D. at the Strand Theatre starting Friday.

BETTE DAVIS Life Story in LADIES HOME JOURNAL —Backed by Extensive NATIONAL PROMOTION!

Over 3,900,000 readers of the Ladies Home Journal (July issue)—

—saw BETTE DAVIS' candid story featured on the cover.

—read BETTE DAVIS' complete-in-one-issue autobiography, titled "Uncertain Glory."

—millions more saw 8,000 posters on delivery trucks distributing the Ladies Home Journal.

—saw 8,000 display cards in dealer windows.

. . . And They're All Waiting to See Bette Davis with James Cagney in "The Bride Came C. O. D."

Here's What You Can Do About It:

Contact local distributor of "Ladies Home Journal" for back issues to be distributed in lobby.

Arrange for dealer window display cards, magazine inserts and truck posters. Copy: "You've read BETTE DAVIS' fascinating life story, 'Uncertain Glory' in the July issue of LADIES HOME JOURNAL . . . NOW SEE BETTE DAVIS and JAMES CAGNEY IN WARNERS' "THE BRIDE CAME C.O.D.", their First Howling Hit Together!" Blow up cover and inside pages of the "Journal" for display in lobby.

Cagney Takes It—When Bette Does The Dishing Out

The Hollywood he-men who have been "dishing it out" for a decade, are learning to "take it" now and they aren't liking it particularly well, either.

It is Bette Davis who slaps Jimmy Cagney, the actor who started all the rough stuff with women in pictures, in their new production, "The Bride Came C.O.D." That was Jimmy's own idea, however. The script writer had it that Jimmy would belt Bette but the reformed Cagney flatly refused to hit another woman in or out of pictures.

So Bette had an inning that she has, presumably, been awaiting for a number of years. When she and Jimmy worked together in "Jimmy the Gent," neither of them was a top-rank star and Jimmy couldn't very well refuse to do what the director and writer proposed, any more than Bette could refuse to be roughed up by the redhead.

She was willing to "turn the cheek" for the Cagney slap, knowing that he is an expert and probably would not hurt her, but he wouldn't stand for it. So Bette slapped Jimmy and all the actresses in Hollywood who have been hit by Cagney,probably told themselves that he was getting just what he deserved.

• STAR BIOGS •

Mat 105—15c

JAMES CAGNEY — Product of New York's lower East Side . . . Started earning his way at 14 as office boy on the New York Sun . . . Entered Columbia University, but had to leave to make money. He began as a chorus boy on Broadway . . . 5 years of vaudeville, then Broadway success . . . Brought to Hollywood, the Cagney progress since has been film history.

Mat 104—15c

BETTE DAVIS, born in Lowell, Mass. During her school days her work in dramatics decided her on a theatrical career. Stock engagements led to Broadway . . . Broadway to Hollywood, fame and 2 Academy Awards.

Mat 301—45c

ANYTHING TO OBLIGE A LADY—James Cagney extracts cactus needles from Bette Davis after she does a sit-down strike in a cactus bed. Even if it wasn't much fun for Bette, it's all part of the fun in "The Bride Came C.O.D.", the year's comedy highspot, currently showing at the Strand.

Cagney, Davis Win Top Comedy Honors in 'Bride Came C. O. D.'

(Prepared Review)

It's a laugh hit at the Strand! Living up to the intriguing promise of its title and exciting star combination, "The Bride Came C.O.D." with James Cagney and Bette Davis, easily walks away with top comedy honors.

The two stars have pooled their considerable talents to make "The Bride Came C.O.D." hilarious entertainment. Cagney, who had some practice in his recent hit "Strawberry Blonde," approaches his comedy role with an effortless savoir faire that is a joy to behold. As for Miss Davis, playing her first light role in several years, she proves that comedy is just as much her forte as drama.

The story, adapted for the screen by Julius J. and Philip G. Epstein, twin scenarists responsible for some of the screen's wittiest output, has the supreme virtue of getting comedy from legitimate situations, rather than trumped-up ones. Briefly outlined, the plot concerns itself with a spoiled young debutante who becomes engaged to band leader. Planning to elope, they hire a taxi plane to take them to Las Vegas. The pilot, however, decides he can make more money by delivering the bride C.O.D. and unmarried to her father, who opposes the union. He captures the bride and flies off with her, but they are grounded in the desert. They find shelter in a nearby ghost town, populated solely by a philosophical old inn-keeper. From then on, it is a tug of war between the heiress and the aviator—with the girl trying to get back to civilization and her fiance, the man trying to keep her until he gets his plne fixed and deliver her to her father. During the battle they reluctantly fall in love with each other. The climax is refreshingly different and we won't spoil it by giving it away.

William Keighley, whose knack with comedy is well known through his work on such films as "Yes, My Darling Daughter" and "No Time For Comedy," has directed "The Bride Came C.O.D." superbly, keeping the story going at a fast clip, without a wasted foot of film, deftly emphasizing the humor, without pounding it down. Scores of inspired little touches pop up here and there through the story to contribute to the general merriment.

An unusually grand supporting cast lend able aid to the stars in bringing the picture to such a high peak of perfection. Jack Carson is marvelous as band leader, so egotistical that when his bride-to-be tells him she hates him, he asks with genuine amazement, "How is that possible?" Harry Davenport is even better than his usual best as the ghost town innkeeper, and Eugene Pallette is properly apoplectic as the bride's father. Stuart Erwin does a clever caricature of a radio gossip columnist who tries to engineer the wedding in order to have a juicy item for his broadcast and George Tobias contributes a clever comedy bit as Cagney's dumb but adoring assistant at the airport.

If it's laughter, entertainment and sparkling romance you're after, treat yourself to a seat at the Strand and see "The Bride Came C.O.D."

✓✓ **We've checked this story because we think it deserves your special attention.**

CAGNEY EVENS AN OLD SCORE

In "The Bride Came C.O.D." He Steals Bette Davis From The Guy Who Cheated Him Out of the Strawberry Blonde

You can get James Cagney down, but you can't keep him there. Authority for this statement is Jack Carson, who ought to know.

Cagney and Carson were together in a picture recently. "Strawberry Blonde" was the title and Rita Hayworth, the red-tressed one. Cagney was doing fine with her until Carson breezed in and beat his time. When the picture was finished, the two men shook hands and even made a date to play golf together. To all appearances, they were the best of friends. Even Carson thought so.

Then came their next assignment together. It was "The Bride Came C.O.D.". Cagney is co-starred with Bette Davis . . . score one for Cagney. The opening scene of the picture, however, has Carson announcing his engagement to Bette. A draw, but Carson has a slight edge, possession being nine points of the law. All pretence of friendship now being at an end, Cagney kidnaps Davis in the next scene. Although the script says he's doing it in order to deliver her, unmarried to her father who has agreed to pay him $10 a pound on a C.O.D. basis, we're pretty sure Cagney had had a heart-to-heart talk with the script writers. There may even be a light touch of bribery involved.

Mat 205—30c

CAGNEY VS. CARSON in a knock-down, drag-'em-out battle. No wonder the boys are taking it seriously, 'cause the winner gets Bette Davis in "The Bride Came C.O.D.," the new comedy at the Strand.

Carson is definitely worked up now, especially since the technique of movie-making makes it possible for him to be right there on the set listening in while he is, according to the story, miles away. Just as he—and we—might have suspected, Cagney is making time in the well-known Cagney fashion. He has Bette in the middle of the desert now. Their plane is grounded and they have to spend the night out there in the wide-open spaces. Although Bette is giving him the brush-off, it's obvious she is a little taken with his roughhouse tactics.

Carson isn't sitting by idly, however. He's organizing a searching party to go out and hunt for his fiancee, and with the aid of the U.S. army he finds her and her abductor, nicely set up in a ramshackle hotel in a desert ghost town. Things are now beginning to look up for Carson. Cagney challenges him to a fist fight. Cagney's down, and it looks as though he's lost his pull with the script writers. But he's a good loser. Such a good loser, in fact, that he's now arranging things so that Carson and Bette can have the knot tied immediately. Carson has brought a justice of peace with him from Nevada and the wedding goes off on schedule with Cagney officiating as best man. Carson kisses the bride and breathes a sigh of relief. It was a close shave, but he made it

But not so fast, Mr. Carson. That Cagney is a cocky little guy, and the licking he took in "Strawberry Blonde" rankled deeply. He's acting peculiarly now, and while he's being perfectly charming to the happy groom and the somewhat disgruntled bride, he seems to be trying to delay their take-off for a honeymoon. In spite of all his efforts, however, Carson gets Bette into the plane. With truly commendable sportsmanship, Cagney runs and fetches a pillow to make them more comfortable for the trip. As he waves to them from the ground, Bette is annoyed. She had no idea he'd give up so easily. She stares dully at the pillow. Then she sees the light. The pillow is one of those fancy ones of the pre-war era, tastefully emblazoned with the name of the ghost town and the word "Calif." after it. A Nevada justice of the peace has no call to marry folks in California, consequently she's not legally married to Carson. Love conquers all, and Bette does a neat parachute jump, landing not too far from Cagney's waiting arms.

As for Mr. Carson, he is left up in the air, a disgruntled bridegroom flying off to a brideless honeymoon. All of which goes to prove, as we said in the beginning, that Cagney is no guy to fool around with.

Path of True Love Proves Rocky Road for Cagney

Mat 102—15c

The path of true love, never smooth, according to well-authenticated legend, led James Cagney along three rugged routes this season, and today he is a weary man, ready to rest himself in the cool, quiet evenings of his New England farm.

He started his vacation as soon as he disposed of a romance with Bette Davis, the bride in his newest Warner Bros. picture, "The Bride Came C.O.D.," which is currently showing at the Strand.

"You are," said Miss Davis, just before kissing him, "a cheap and vile and deceitful liar."

That's the kind of thing Cagney has had to put up with this year.

His tenderest love scene in "City for Conquest" was achieved only after 60 rounds of prize-fighting a day for five days before the camera.

Immediately after that, Cagney started in pursuit of Rita Hayworth in "The Strawberry Blonde." He lost her entirely. He got Olivia de Havilland, which seems like a fair trade, but only after a tedious series of black eyes and five years in the pen.

In his first attempt at lovemaking with Bette Davis in "The Bride Came C.O.D.," Cagney kissed her lightly on the lips, got soundly slapped in the face.

The Cagney-Davis love making in "The Bride Came C.O.D." takes place in an abandoned gold mine, deep in the earth. Rotted timbers support sagging boulders. A cave-in has blocked their exit. A small fire, burning fiercely, fills the tunnel with smoke. They are convinced that they are there to die. In this setting, romance blossoms.

Bette calls Jimmie a deceitful liar, but she shows she doesn't mean it by lifting her head to be kissed.

"It was like the fusing of two white-hot metals into one alloy," according to the authors of the script.

A minute later they were fighting again.

A vacation is what James Cagney needs, far from the allure of Ann Sheridan, Olivia de Havilland, Rita Hayworth and Bette Davis. Let him who would make love to these ladies be forewarned—a man takes an awful beating before he gets anywhere with them.

SHORTS AND PATTER

Lesson Boomerangs

James Cagney, whose timing of slaps, left hooks and body punches is as accurate as the mechanism of a machine gun, taught Bette Davis that one-two blow she landed on Mary Astor in "The Great Lie."

It is said to be the most devastating double-slap ever aimed at one actress by another.

Cagney, proud of his teaching ability, later regretted it. In "The Bride Came C.O.D.," Bette slapped him, not once, but more than 25 times during a day's shooting. Bette showed Cagney that she had learned her lesson well. He is nursing a swollen jaw as a result.

No Trimmings for Tobias

George Tobias had finally been cast in a role in which he speaks straight American English, and he didn't know just how to act.

Director William Keighley noted Tobias' nervousness in the first scene of 'The Bride Came C.O.D.," at Warner Bros., in which George plays the part of an assistant airplane mechanic to James Cagney. Cagney is costarred with Bette Davis in the new comedy opening Friday at the Strand.

"I'll get over it," grinned Tobias. "But it's funny. I mean, speaking English before a camera. Doesn't seem quite natural."

Tobias had just finished "Strawberry Blonde," in which he was a Greek.

Bringing Up Father

Harry Davenport, 75-year-old actor who holds a world record of 70 years on stage and screen, confesses that he is taking lessons in acting from a teacher less than half his age.

Davenport was always letter-perfect in his lines in Warner Bros.' "The Bride Came C.O.D." and this is why: his coach is his 27-year-old son, Ned Davenport, who recently became a dialogue director.

Introducing Jean Ames!

Mat 103—15c

There's somebody new to look for when you see 'The Bride Came C.O.D.', the new Jimmy Cagney-Bette Davis co-starrer at the Strand Theatre. She's Jean Ames, blonde, beautiful and blue-eyed, and a most promising member of Warner Bros. Talent School for Starlets. She plays the hat-check girl somewhere along Reel 5 of the opus and she doesn't have very much to say . . . what she does say she says in a cute manner all her own.

P. S. Bette Davis thinks she's swell.

P. P. S. And so does Jimmy Cagney.

Ooh! That Kiss!

Bette Davis got an 'emotional hotfoot' on the set of "The Bride Came C.O.D." at Warner Bros. during a love scene. As a results, Bette gave James Cagney one of the most realistic screen kisses on record.

The scene called for Bette to come down a flight of steps, then walk to Cagney, and have a kiss planted on her lips.

Just as Bette was coming down the last few steps, however, a lamp above her head sizzled sparks.

Bette listened, leaped without looking—and next thing was in Cagney's arms, holding tight.

"Print it," roared Director William Keighley, "it's perfect."

What Price Glamour?

A glamour girl debutante is worth $100,000 to Bette Davis, but only $1,100 to James Cagney.

They argued it out during a kidnaping scene in Warner Bros.' "The Bride Came C.O.D." Bette is the kidnaped glamour girl, Cagney is the captor.

"How much are you asking?" asks Bette, trembling.

"Oh, about eleven hundred dollars, more or less."

"Only eleven hundred! For *me!* Why that's ridiculous. It's humiliating. A girl of my social standing is worth at least $100,000."

Cagney considers the figure.

"To tell you the truth, you glamour girls are a drug on the market. The most I could possibly ask for you is maybe fifteen hundred;" he says.

Bette Davis Tops as Bride Who Came C. O. D.

Bette Davis did not precisely have her legs on exhibition but she came as near to it as she had in many a recent picture.

It was nine o'clock in the morning but Stage 4 was a night club. Champagne glasses tinkled in the hands of more than 100 dress extras — tall, tail-coated young men, pretty girls in evening dresses, all, apparently, with an unquenchable appetite for breakfasting on stale ginger ale and weak tea.

Jack Carson stopped the band and made an announcement. He was saying that he was going to marry Bette Davis. He called her "Joan Winfield," her name in "The Bride Came C.O.D.", her new co-starring comedy with James Cagney, which appears Friday at the Strand. His drummer rattled an introduction, a spotlight pencilled a brilliant glare across the smoke-filled room and picked up Bette Davis at a ringside table.

Miss Davis wore a black and extremely low-cut evening gown. It revealed a great deal of Miss Davis. A corsage of orchids was pinned to a shoulder strap. She wore tiny, glistening glass slippers with gold heels, and her toenails were red.

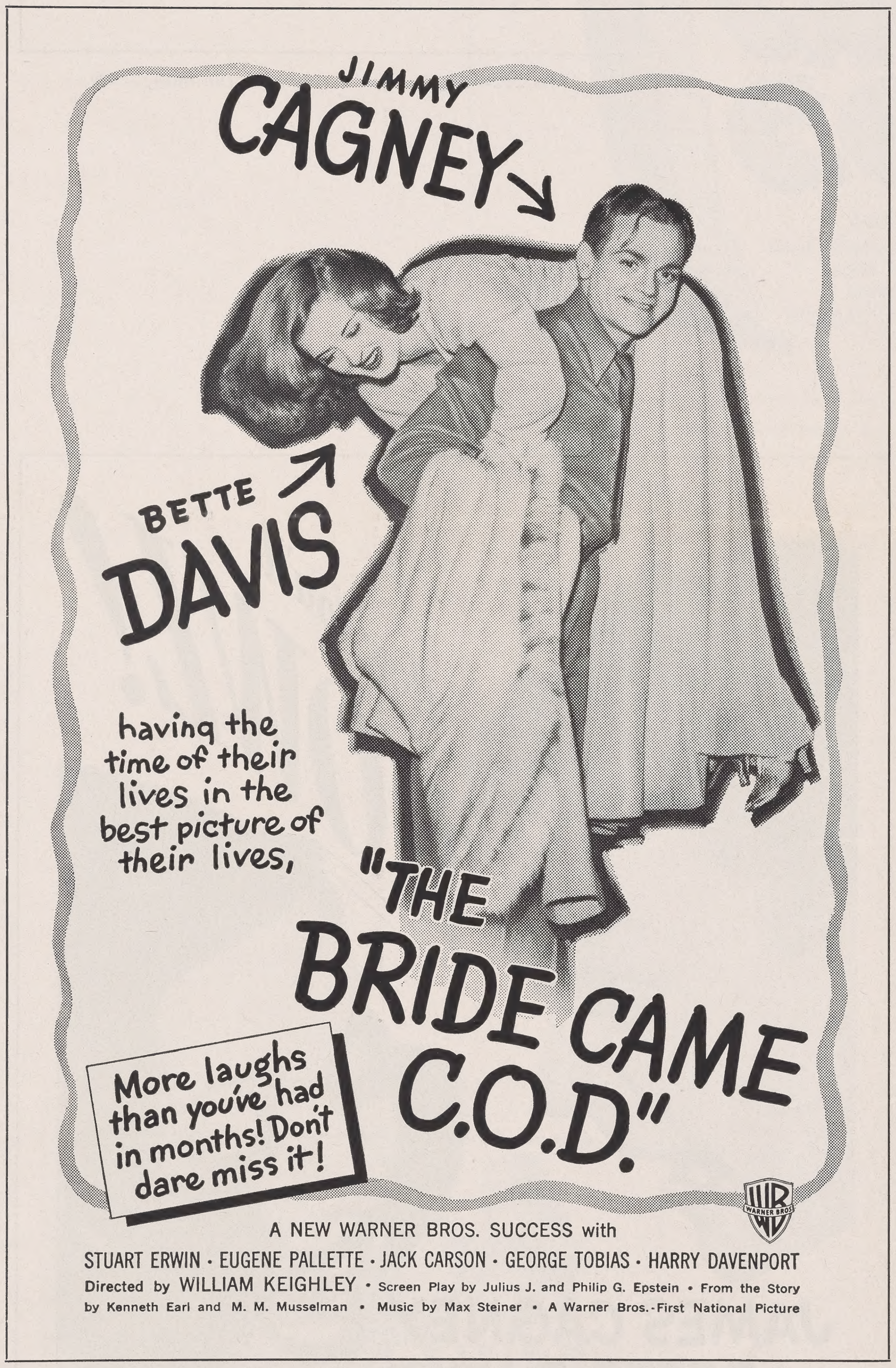
At ease, casually smoking a cigarette in a holder, talking, laughing lightly, occasionally touching the silverware or the glasses, Miss Davis was the perfect picture of a debutante glamour girl, a representative of the "privileged classes enjoying their privileges." That is exactly what she's supposed to be in "The Bride Came C.O.D."

Her legs are long and slim and beautifully rounded where they are not supposed to be straight. She knows how to cross them in the most alluring manner, and that is the way she crosses them. Her stockings were sheer.

Mat 101—15c

They are, without any equivocation about it, among the best-looking pair of legs in Hollywood. It's a mystery how they have escaped public acclaim for so long. Or perhaps it isn't a mystery. They simply haven't been featured because never before has Miss Davis deliberately played the part of a girl whose chief feature would be a pair of pretty legs.

ADVERTISING



JIMMY
CAGNEY

BETTE
DAVIS

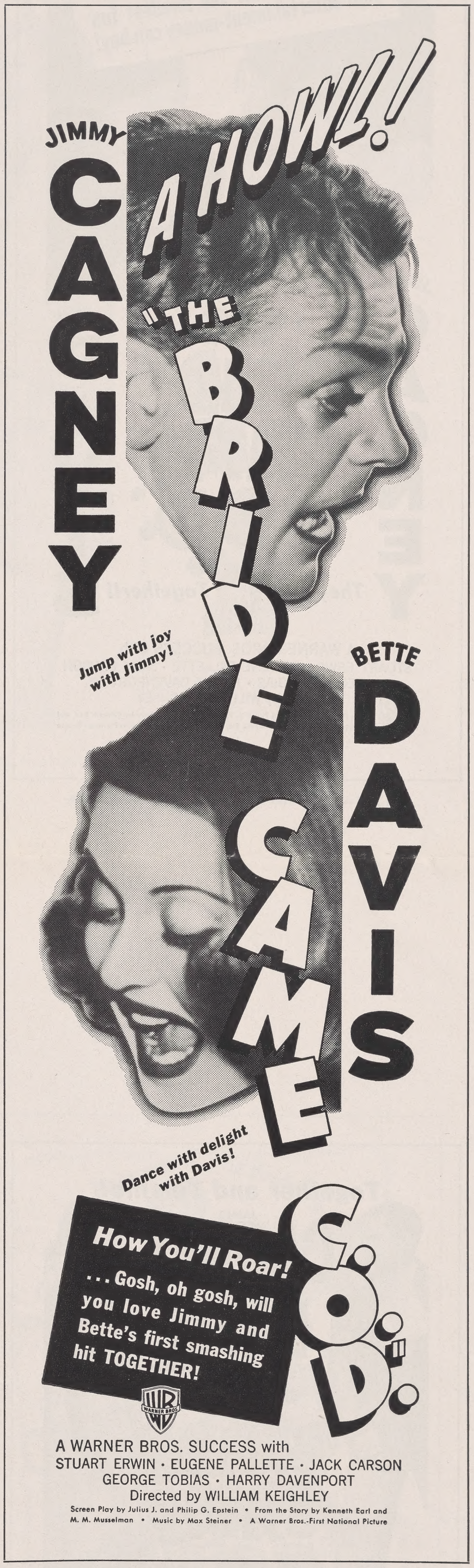
having the time of their lives in the best picture of their lives,

"THE BRIDE CAME C.O.D."

More laughs than you've had in months! Don't dare miss it!

A NEW WARNER BROS. SUCCESS with
STUART ERWIN · EUGENE PALLETTE · JACK CARSON · GEORGE TOBIAS · HARRY DAVENPORT
Directed by WILLIAM KEIGHLEY · Screen Play by Julius J. and Philip G. Epstein · From the Story by Kenneth Earl and M. M. Musselman · Music by Max Steiner · A Warner Bros.-First National Picture

Mat 303—9¼ inches x 3 columns (393 lines)—45c



JIMMY
CAGNEY

A HOWL!

"THE BRIDE CAME C.O.D."

Jump with joy with Jimmy!

BETTE
DAVIS

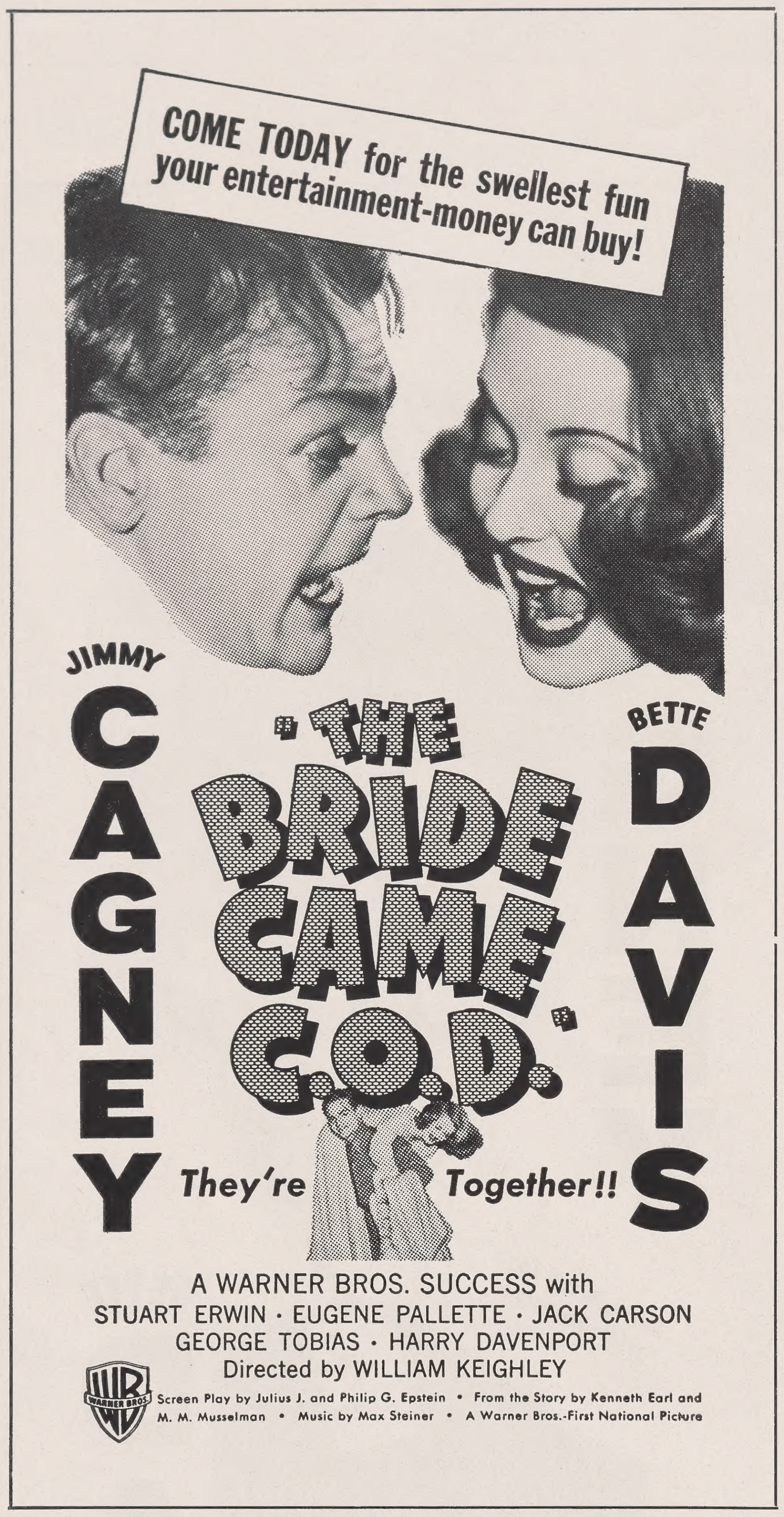
Dance with delight with Davis!

How You'll Roar!

. . . Gosh, oh gosh, will you love Jimmy and Bette's first smashing hit TOGETHER!

A WARNER BROS. SUCCESS with
STUART ERWIN · EUGENE PALLETTE · JACK CARSON
GEORGE TOBIAS · HARRY DAVENPORT
Directed by WILLIAM KEIGHLEY
Screen Play by Julius J. and Philip G. Epstein · From the Story by Kenneth Earl and M. M. Musselman · Music by Max Steiner · A Warner Bros.-First National Picture

Mat 209—15½ inches x 2 columns (432 lines)—30c



COME TODAY for the swellest fun your entertainment-money can buy!

JIMMY CAGNEY

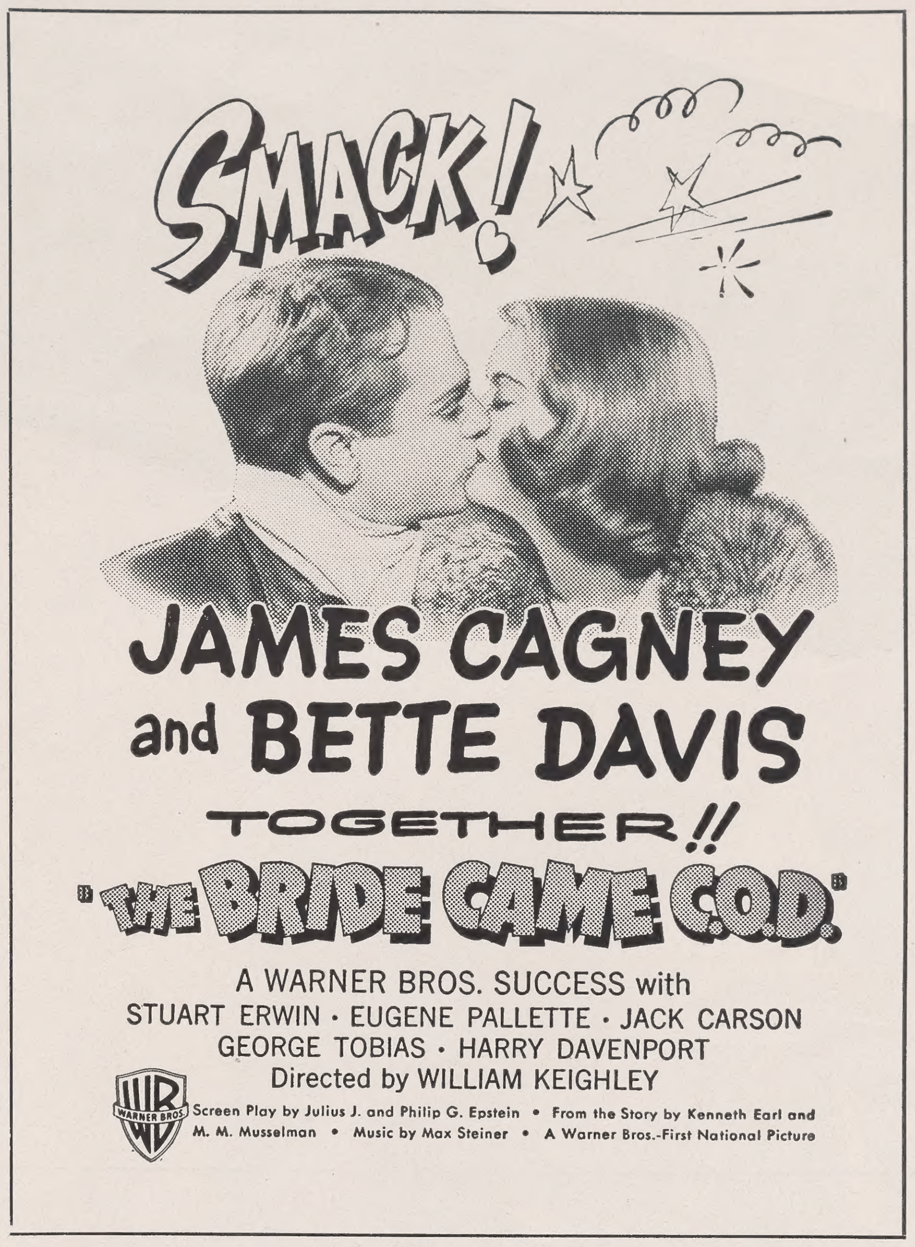
"THE BRIDE CAME C.O.D."

BETTE DAVIS

They're Together!!

A WARNER BROS. SUCCESS with
STUART ERWIN · EUGENE PALLETTE · JACK CARSON
GEORGE TOBIAS · HARRY DAVENPORT
Directed by WILLIAM KEIGHLEY
Screen Play by Julius J. and Philip G. Epstein • From the Story by Kenneth Earl and M. M. Musselman • Music by Max Steiner • A Warner Bros.-First National Picture

Mat 213—8¼ inches x 2 columns (232 lines)—30c

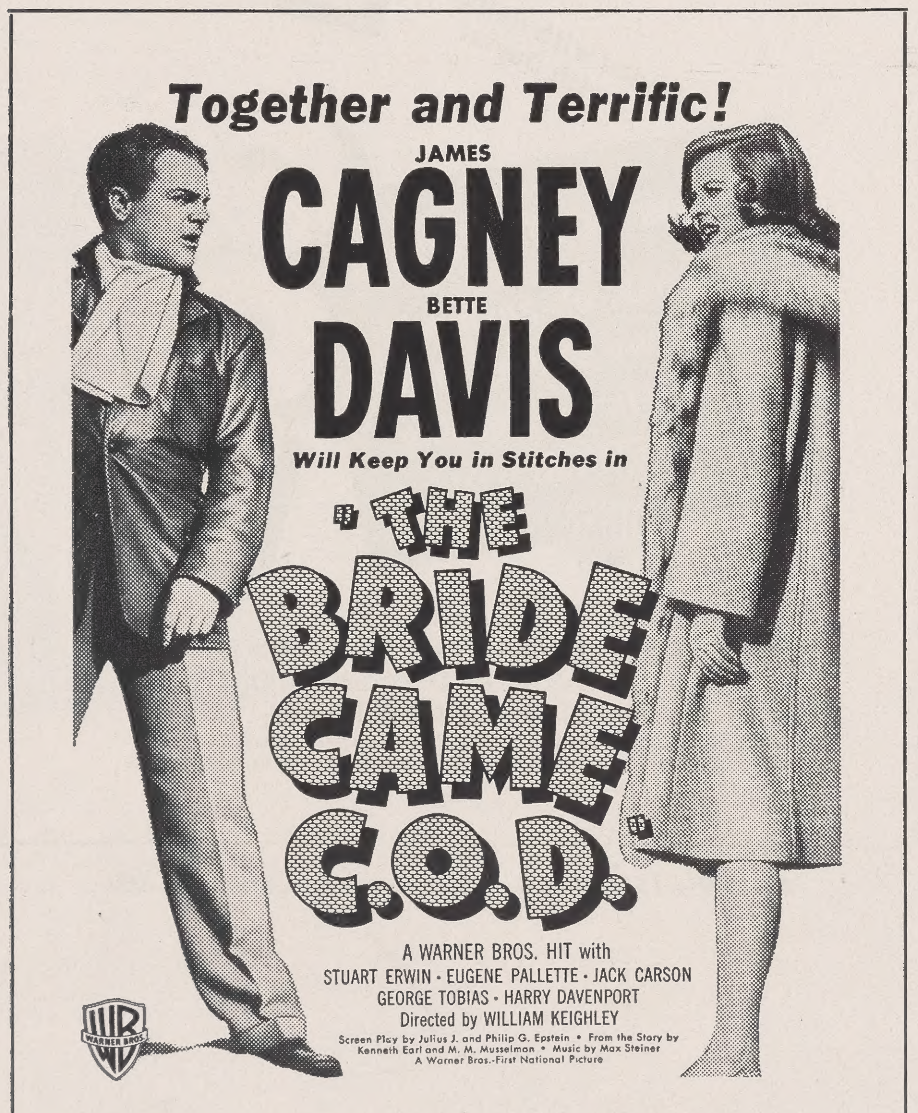


SMACK!

JAMES CAGNEY
and BETTE DAVIS
TOGETHER!!
"THE BRIDE CAME C.O.D."

A WARNER BROS. SUCCESS with
STUART ERWIN · EUGENE PALLETTE · JACK CARSON
GEORGE TOBIAS · HARRY DAVENPORT
Directed by WILLIAM KEIGHLEY
Screen Play by Julius J. and Philip G. Epstein • From the Story by Kenneth Earl and M. M. Musselman • Music by Max Steiner • A Warner Bros.-First National Picture

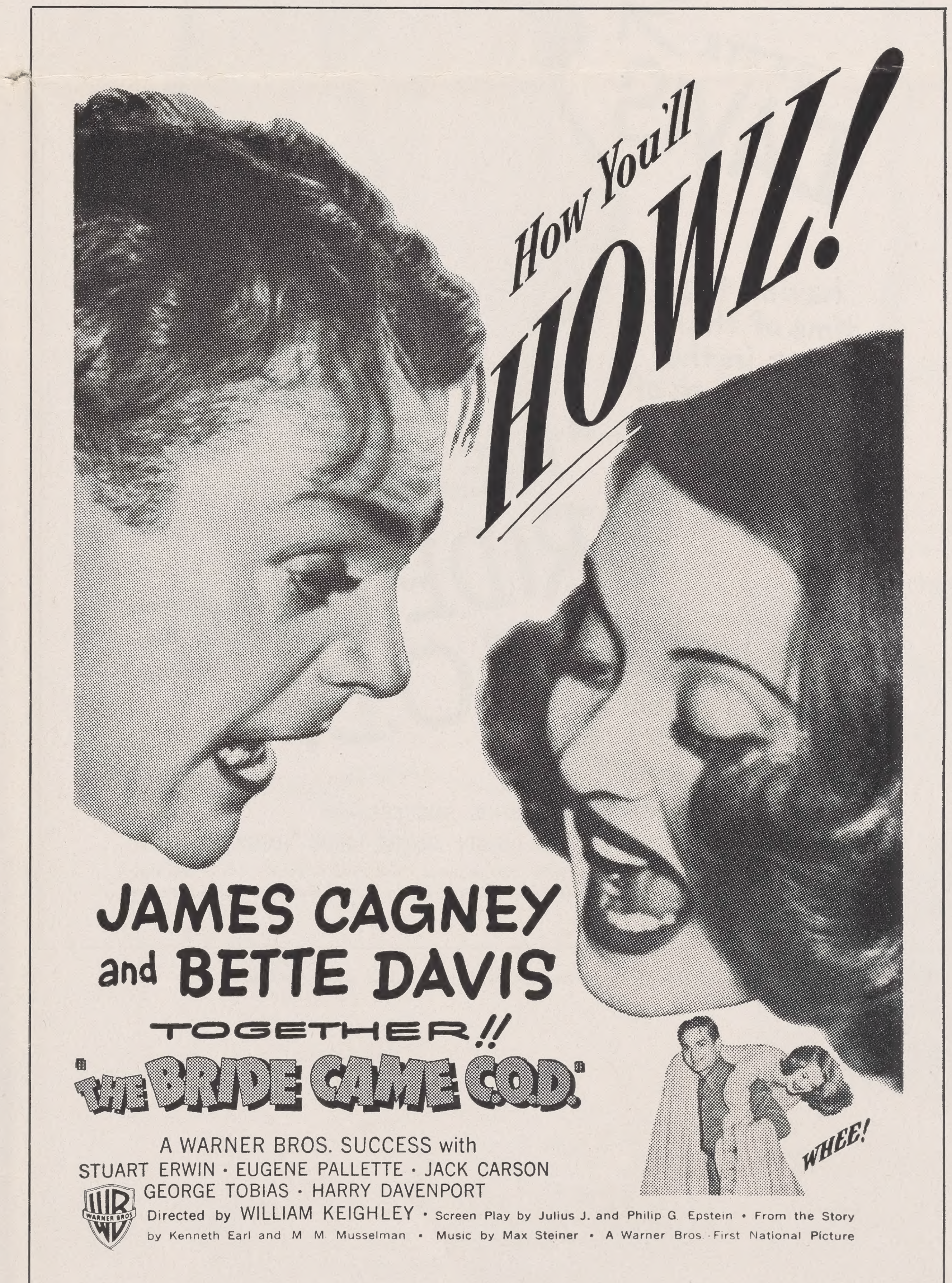
Mat 212—5½ inches x 2 columns (156 lines)—30c



Together and Terrific!
JAMES
CAGNEY
BETTE
DAVIS
Will Keep You in Stitches in
"THE BRIDE CAME C.O.D."

A WARNER BROS. HIT with
STUART ERWIN · EUGENE PALLETTE · JACK CARSON
GEORGE TOBIAS · HARRY DAVENPORT
Directed by WILLIAM KEIGHLEY
Screen Play by Julius J. and Philip G. Epstein • From the Story by Kenneth Earl and M. M. Musselman • Music by Max Steiner • A Warner Bros.-First National Picture

Mat 208—5¼ inches x 2 columns (144 lines)—30c



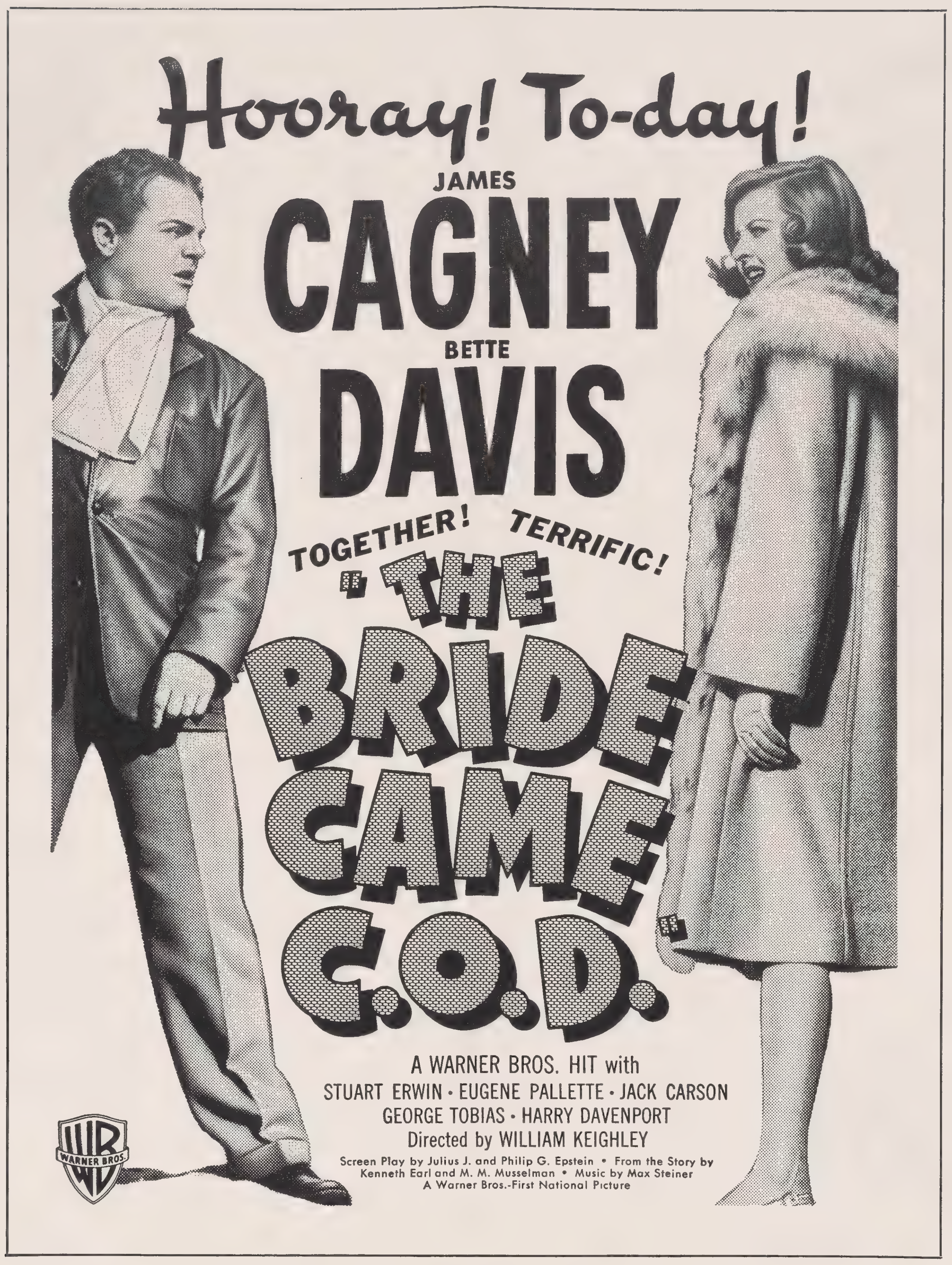
How You'll HOWL!

JAMES CAGNEY
and BETTE DAVIS
TOGETHER!!
"THE BRIDE CAME C.O.D."

WHEE!

A WARNER BROS. SUCCESS with
STUART ERWIN · EUGENE PALLETTE · JACK CARSON
GEORGE TOBIAS · HARRY DAVENPORT
Directed by WILLIAM KEIGHLEY • Screen Play by Julius J. and Philip G Epstein • From the Story by Kenneth Earl and M M Musselman • Music by Max Steiner • A Warner Bros First National Picture

Mat 306—8½ inches x 3 columns (360 lines)—45c


Hooray! To-day!

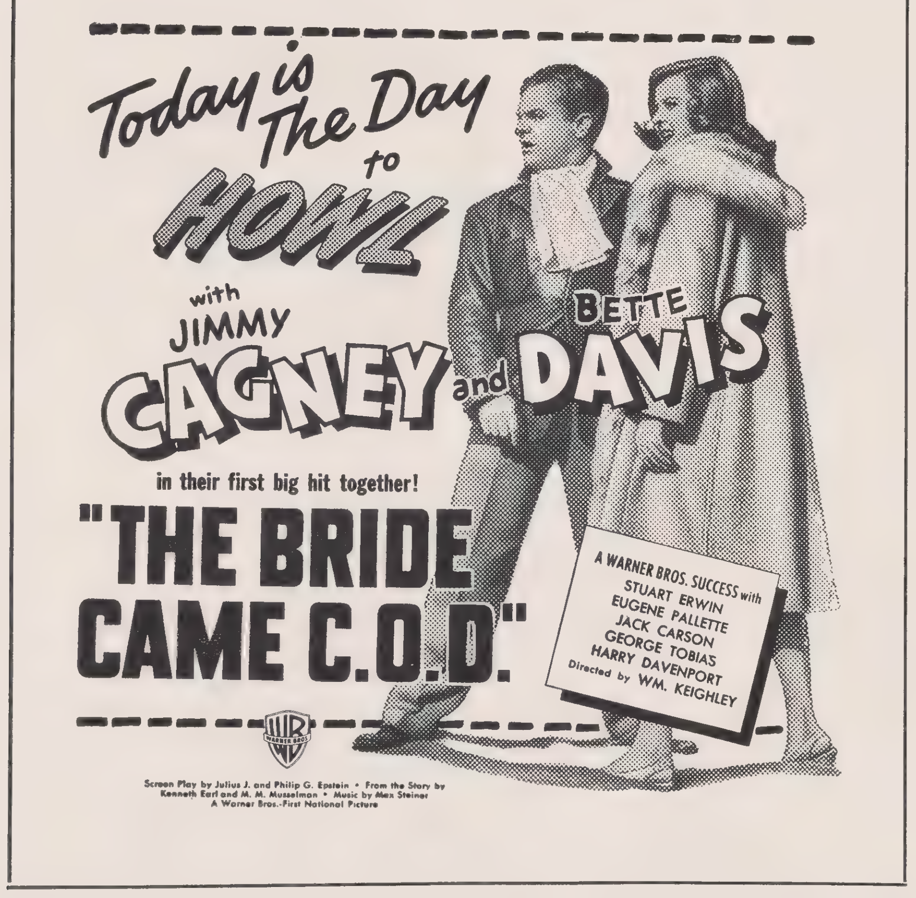
JAMES
CAGNEY
BETTE
DAVIS

TOGETHER! TERRIFIC!

"THE BRIDE CAME C.O.D."

A WARNER BROS. HIT with
STUART ERWIN · EUGENE PALLETTE · JACK CARSON
GEORGE TOBIAS · HARRY DAVENPORT
Directed by WILLIAM KEIGHLEY
Screen Play by Julius J. and Philip G. Epstein • From the Story by
Kenneth Earl and M. M. Musselman • Music by Max Steiner
A Warner Bros.-First National Picture

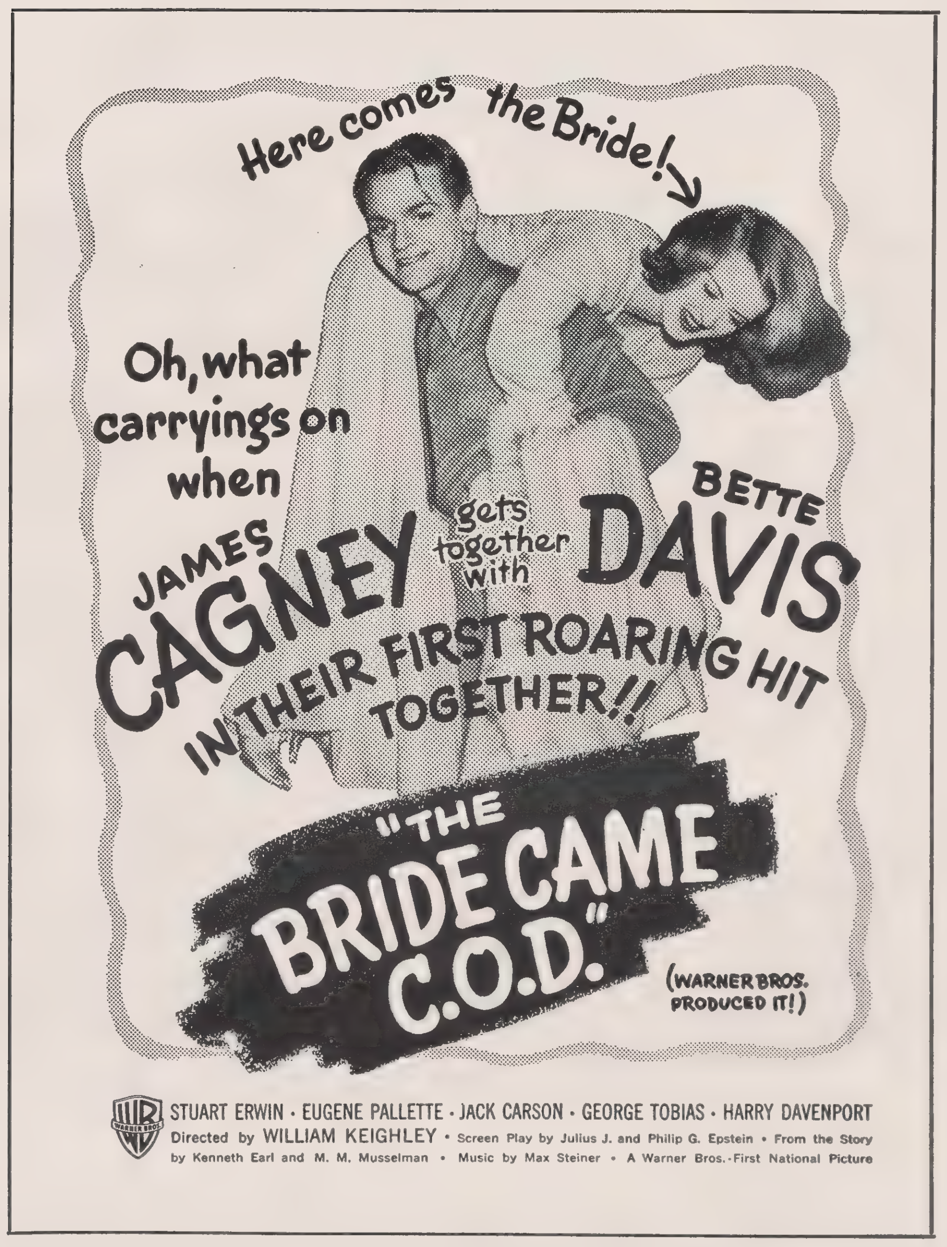
Mat 302—8 inches x 3 columns (224 lines)—45c


Today is The Day to HOWL
with JIMMY CAGNEY and BETTE DAVIS
in their first big hit together!
"THE BRIDE CAME C.O.D."

A WARNER BROS. SUCCESS with
STUART ERWIN
EUGENE PALLETTE
JACK CARSON
GEORGE TOBIAS
HARRY DAVENPORT
Directed by WM. KEIGHLEY

Screen Play by Julius J. and Philip G. Epstein • From the Story by
Kenneth Earl and M. M. Musselman • Music by Max Steiner
A Warner Bros.-First National Picture

Mat 216—4 inches x 2 columns (112 lines)—30c


Here comes the Bride!

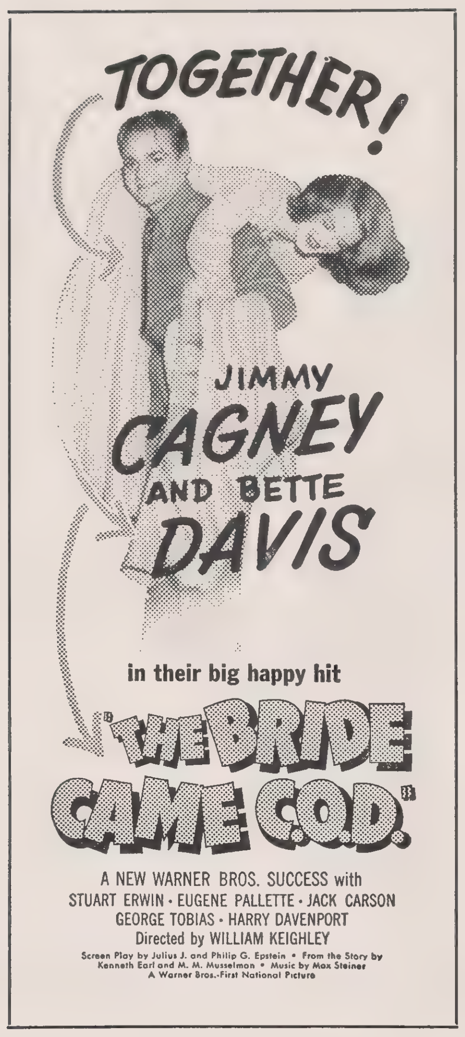
Oh, what carryings on when JAMES CAGNEY gets together with BETTE DAVIS IN THEIR FIRST ROARING HIT TOGETHER!!

"THE BRIDE CAME C.O.D."

(WARNER BROS. PRODUCED IT!)

STUART ERWIN · EUGENE PALLETTE · JACK CARSON · GEORGE TOBIAS · HARRY DAVENPORT
Directed by WILLIAM KEIGHLEY • Screen Play by Julius J. and Philip G. Epstein • From the Story by Kenneth Earl and M. M. Musselman • Music by Max Steiner • A Warner Bros.-First National Picture

Mat 219—5¾ inches x 2 columns (158 lines)—30c



TOGETHER!

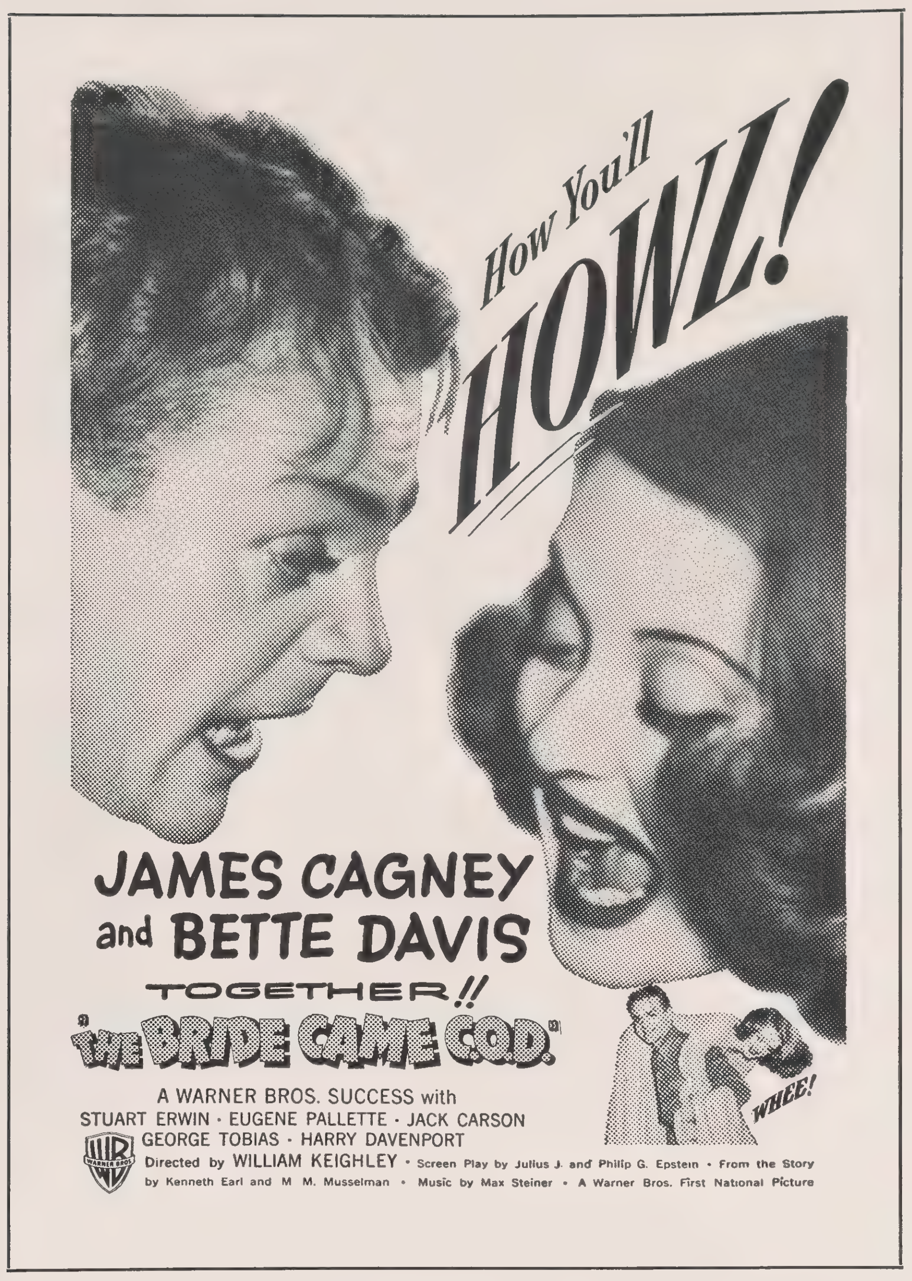
JIMMY
CAGNEY
AND BETTE
DAVIS

in their big happy hit

"THE BRIDE
CAME C.O.D."

A NEW WARNER BROS. SUCCESS with
STUART ERWIN · EUGENE PALLETTE · JACK CARSON
GEORGE TOBIAS · HARRY DAVENPORT
Directed by WILLIAM KEIGHLEY
Screen Play by Julius J. and Philip G. Epstein • From the Story by
Kenneth Earl and M. M. Musselman • Music by Max Steiner
A Warner Bros.-First National Picture

Mat 107
4¾ inches (67 lines)—15c



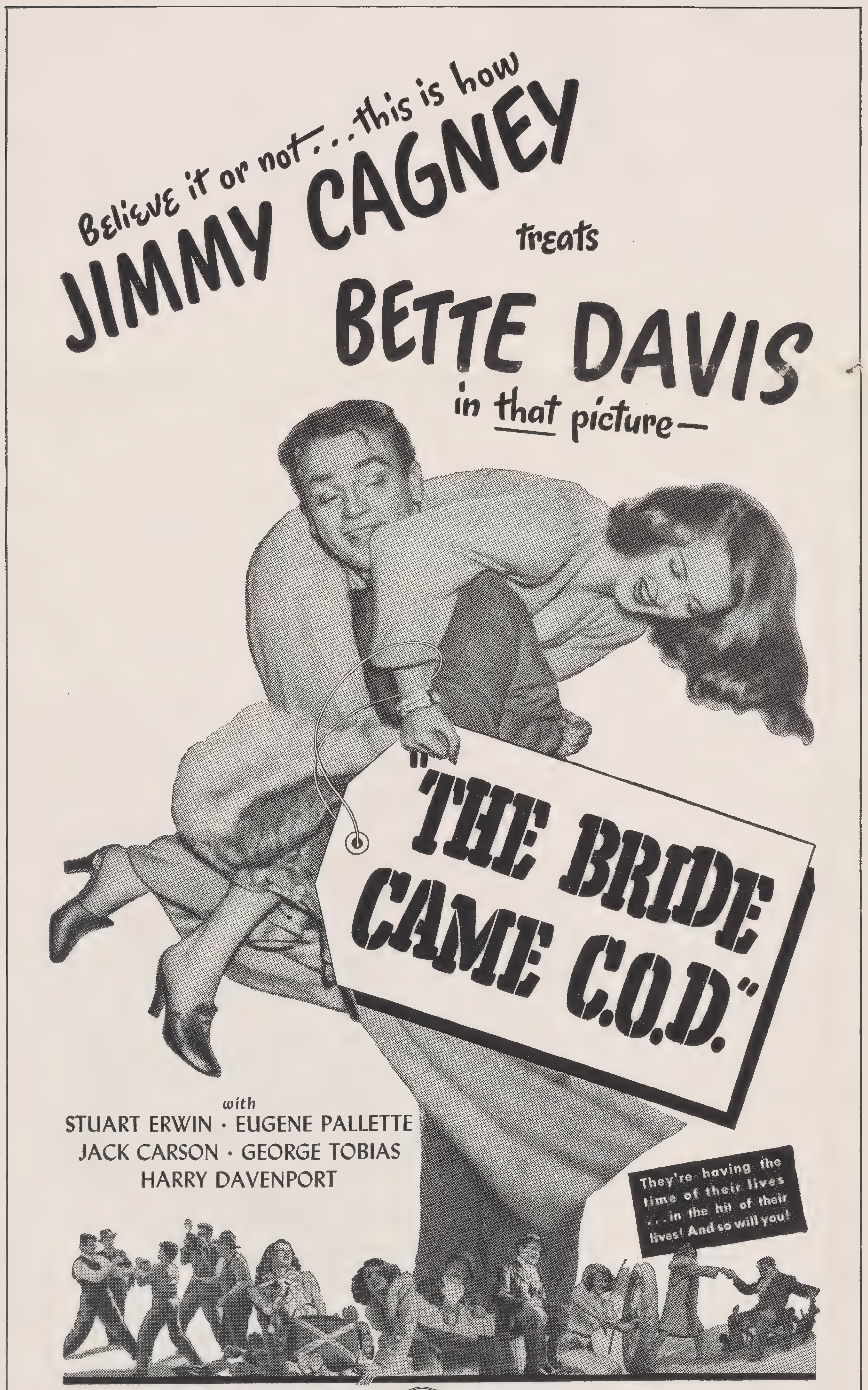
How You'll
HOWL!

JAMES CAGNEY
and BETTE DAVIS
TOGETHER!!
"THE BRIDE CAME C.O.D."

WHEE!

A WARNER BROS. SUCCESS with
STUART ERWIN · EUGENE PALLETTE · JACK CARSON
GEORGE TOBIAS · HARRY DAVENPORT
Directed by WILLIAM KEIGHLEY · Screen Play by Julius J. and Philip G. Epstein · From the Story
by Kenneth Earl and M. M. Musselman • Music by Max Steiner • A Warner Bros. First National Picture

Mat 215—5¾ inches x 2 columns (160 lines)—30c



Believe it or not...this is how
JIMMY CAGNEY
treats
BETTE DAVIS
in that picture—

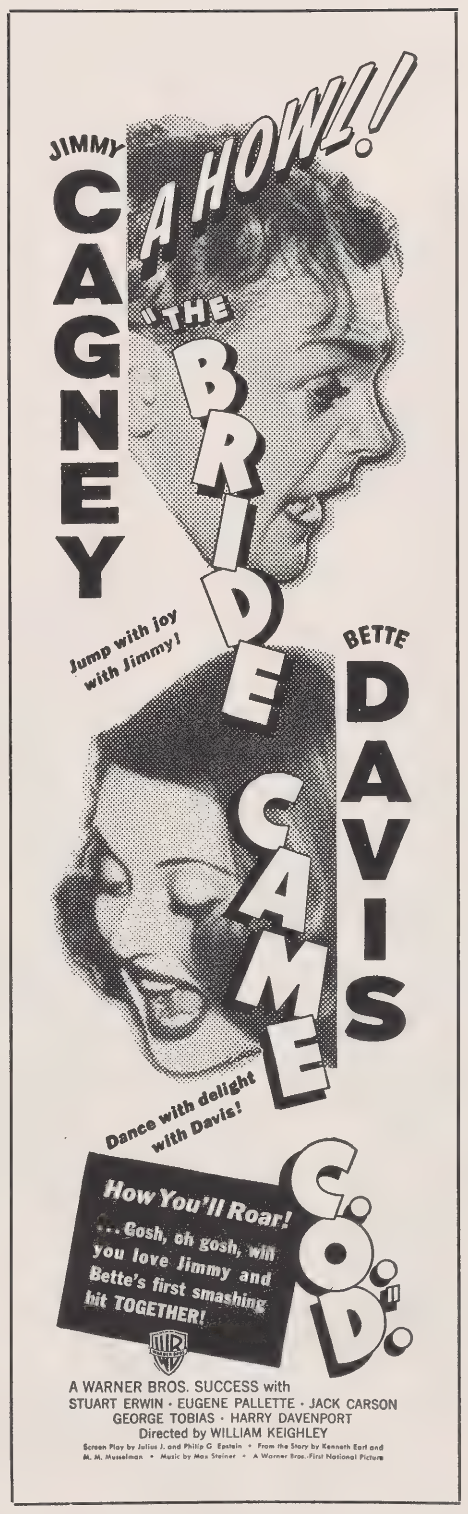
"THE BRIDE
CAME C.O.D."

with
STUART ERWIN · EUGENE PALLETTE
JACK CARSON · GEORGE TOBIAS
HARRY DAVENPORT

They're having the time of their lives ... in the hit of their lives! And so will you!

Directed by WILLIAM KEIGHLEY A WARNER BROS.-First Nat'l Picture
From the Story by Kenneth Earl and M. M. Musselman Screen Play by Julius J. and Philip G. Epstein • Music by Max Steiner

Mat 305—11 inches x 3 columns (462 lines)—45c



JIMMY
CAGNEY

A HOWL!

"THE
BRIDE
CAME
C.O.D."

Jump with joy with Jimmy!

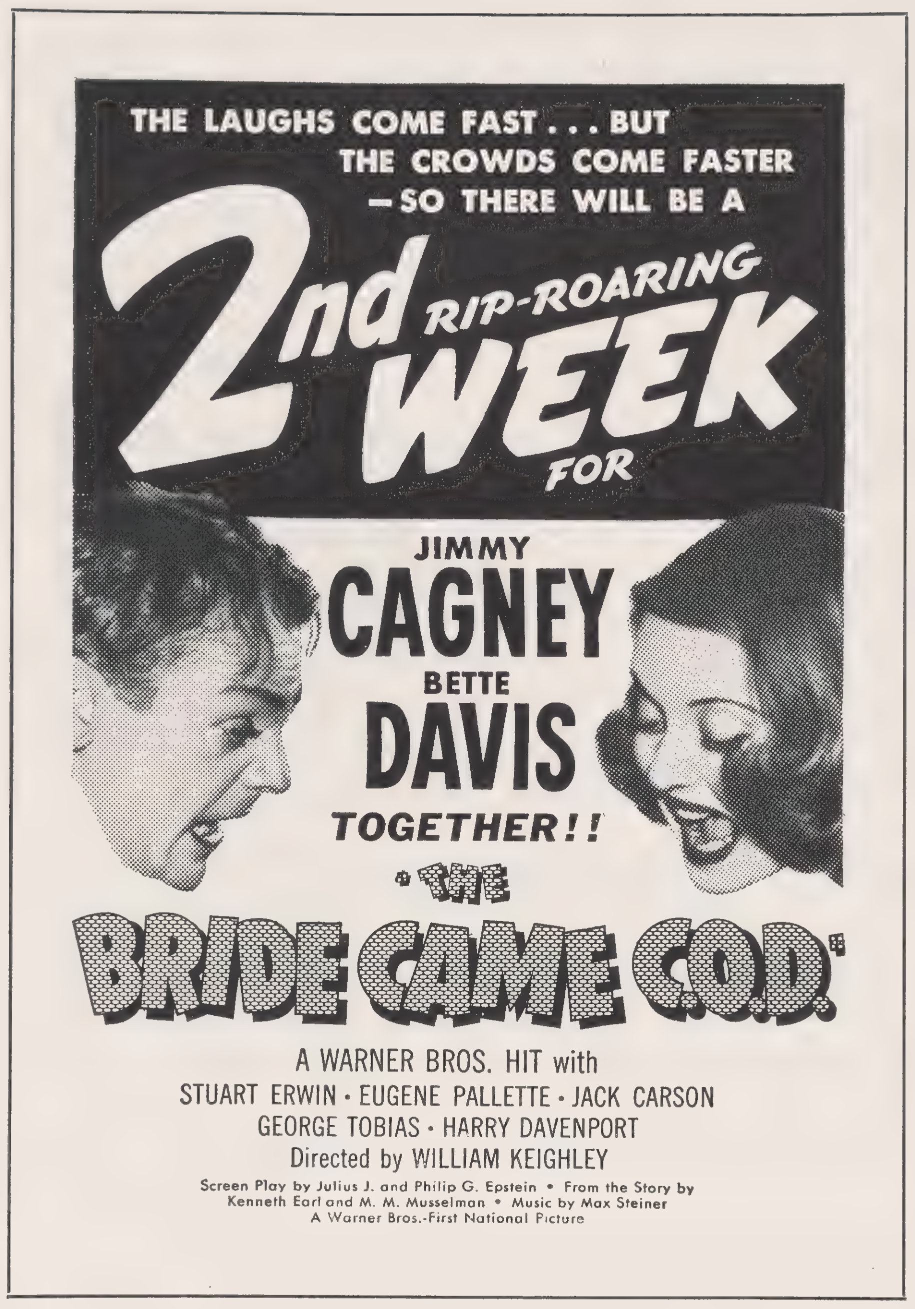
BETTE
DAVIS

Dance with delight with Davis!

How You'll Roar!
...Gosh, oh gosh, will you love Jimmy and Bette's first smashing hit TOGETHER!

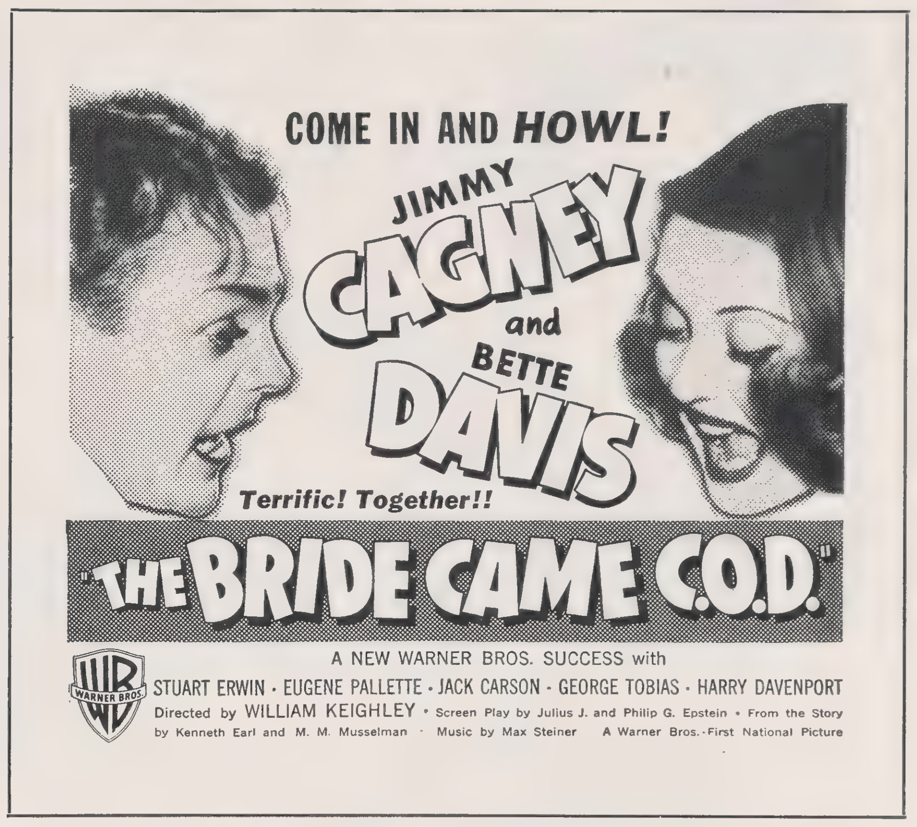
A WARNER BROS. SUCCESS with
STUART ERWIN · EUGENE PALLETTE · JACK CARSON
GEORGE TOBIAS · HARRY DAVENPORT
Directed by WILLIAM KEIGHLEY
Screen Play by Julius J. and Philip G. Epstein • From the Story by Kenneth Earl and
M. M. Musselman • Music by Max Steiner • A Warner Bros.-First National Picture

Mat 110
7¼ inches (102 lines)—15c


THE LAUGHS COME FAST . . . BUT
THE CROWDS COME FASTER
—SO THERE WILL BE A
2nd RIP-ROARING WEEK
FOR
JIMMY
CAGNEY
BETTE
DAVIS
TOGETHER!!
"THE
BRIDE CAME C.O.D."

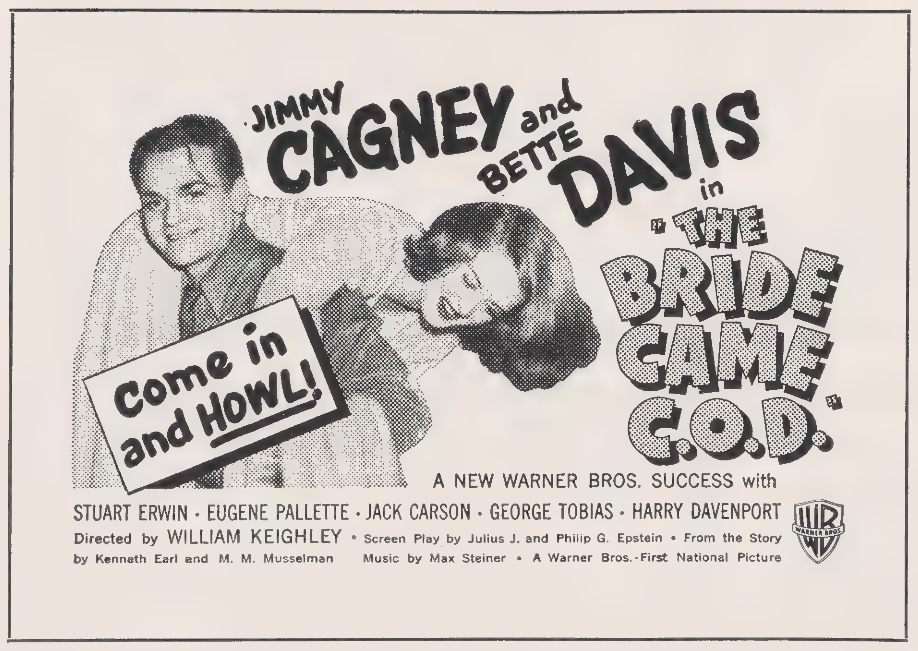
A WARNER BROS. HIT with
STUART ERWIN • EUGENE PALLETTE • JACK CARSON
GEORGE TOBIAS • HARRY DAVENPORT
Directed by WILLIAM KEIGHLEY
Screen Play by Julius J. and Philip G. Epstein • From the Story by
Kenneth Earl and M. M. Musselman • Music by Max Steiner
A Warner Bros.-First National Picture

Mat 214—6 inches x 2 columns (166 lines)—30c


COME IN AND HOWL!
JIMMY
CAGNEY
and
BETTE
DAVIS
Terrific! Together!!
"THE BRIDE CAME C.O.D."

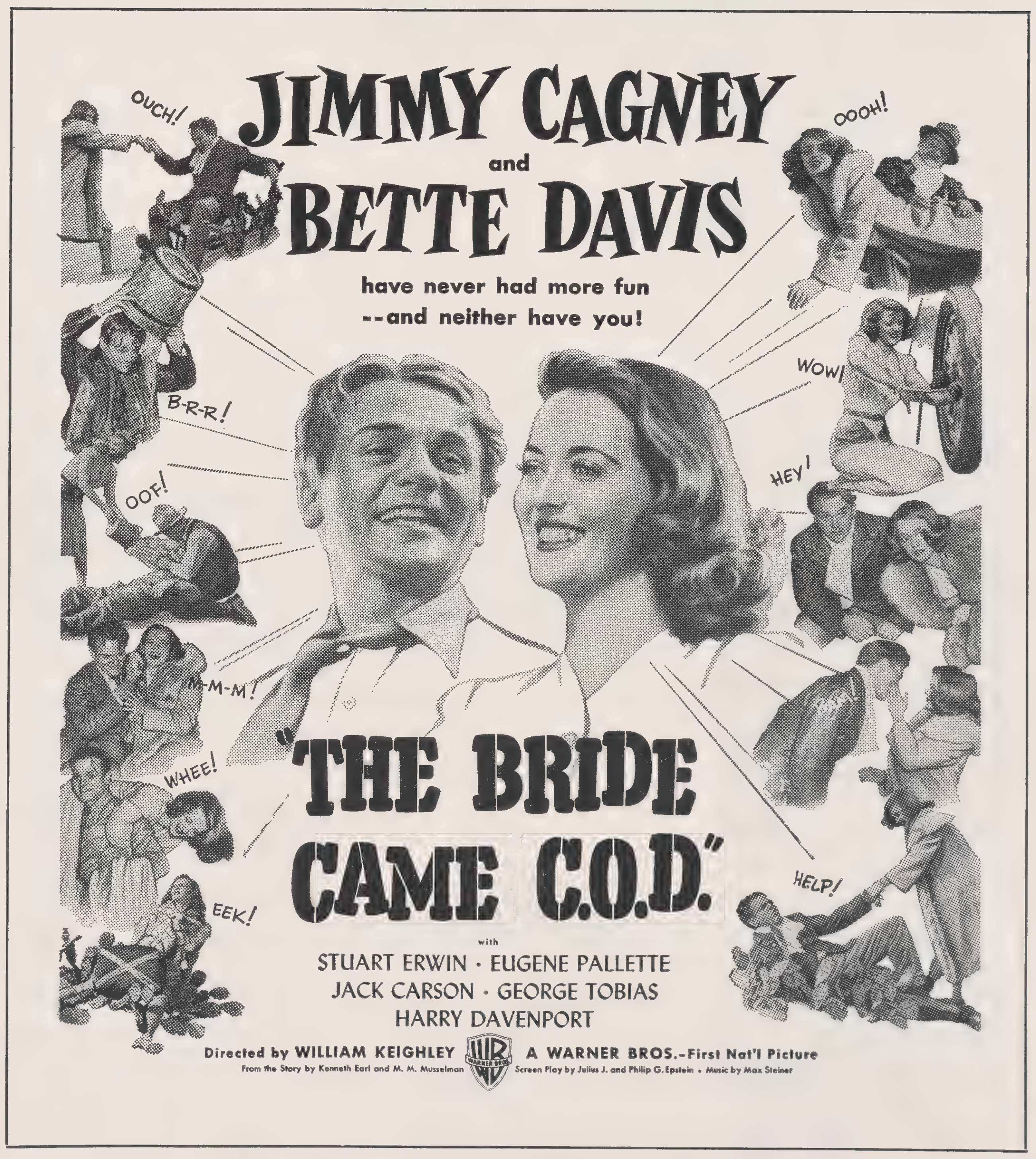
A NEW WARNER BROS. SUCCESS with
STUART ERWIN • EUGENE PALLETTE • JACK CARSON • GEORGE TOBIAS • HARRY DAVENPORT
Directed by WILLIAM KEIGHLEY • Screen Play by Julius J. and Philip G. Epstein • From the Story by Kenneth Earl and M. M. Musselman · Music by Max Steiner A Warner Bros.-First National Picture

Mat 211—3¼ inches x 2 columns (96 lines)—30c

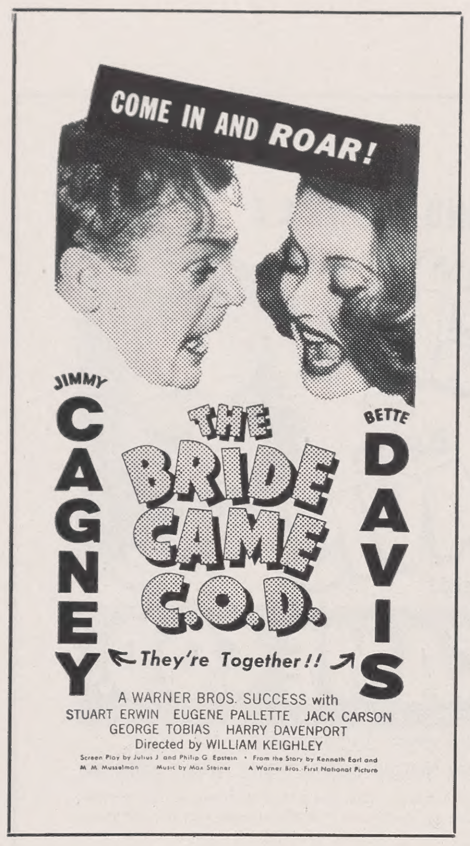

JIMMY CAGNEY and BETTE DAVIS in "THE BRIDE CAME C.O.D."
Come in and HOWL!

A NEW WARNER BROS. SUCCESS with
STUART ERWIN • EUGENE PALLETTE • JACK CARSON • GEORGE TOBIAS • HARRY DAVENPORT
Directed by WILLIAM KEIGHLEY • Screen Play by Julius J. and Philip G. Epstein • From the Story by Kenneth Earl and M. M. Musselman Music by Max Steiner • A Warner Bros.-First National Picture

Mat 210—2½ inches x 2 columns (70 lines)—30c

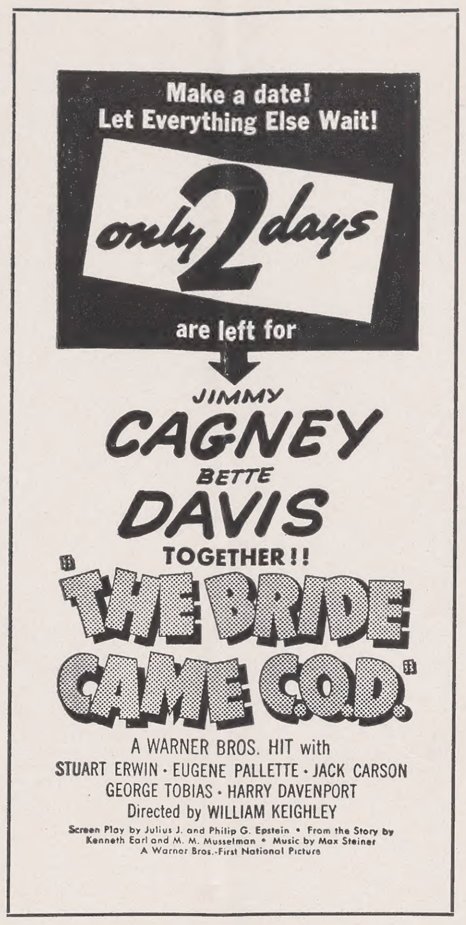

OUCH!
OOOH!
B-R-R!
WOW!
OOF!
HEY!
M-M-M!
WHEE!
EEK!
HELP!
JIMMY CAGNEY
and
BETTE DAVIS
have never had more fun
--and neither have you!
"THE BRIDE CAME C.O.D."
with
STUART ERWIN • EUGENE PALLETTE
JACK CARSON • GEORGE TOBIAS
HARRY DAVENPORT
Directed by WILLIAM KEIGHLEY A WARNER BROS.-First Nat'l Picture
From the Story by Kenneth Earl and M. M. Musselman Screen Play by Julius J. and Philip G. Epstein • Music by Max Steiner

Mat 304—6½ inches x 3 columns (279 lines)—45c


COME IN AND ROAR!
JIMMY CAGNEY
THE BRIDE CAME C.O.D.
BETTE DAVIS
They're Together!!
A WARNER BROS. SUCCESS with
STUART ERWIN EUGENE PALLETTE JACK CARSON
GEORGE TOBIAS HARRY DAVENPORT
Directed by WILLIAM KEIGHLEY
Screen Play by Julius J. and Philip G. Epstein • From the Story by Kenneth Earl and M. M. Musselman Music by Max Steiner A Warner Bros.-First National Picture

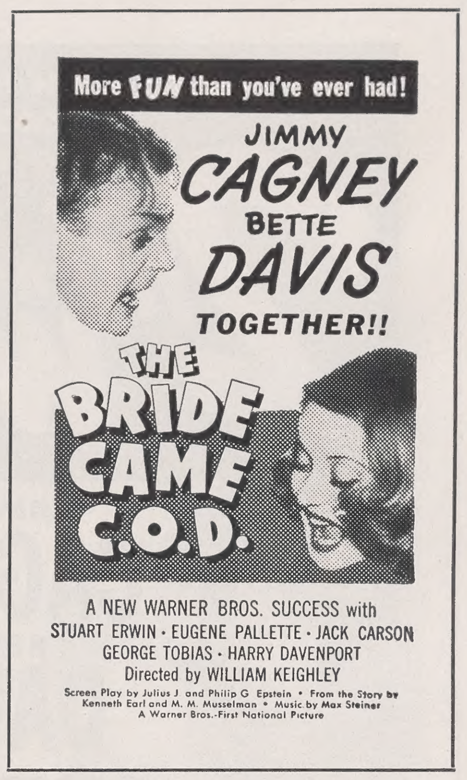
Mat 112

3¾ inches (51 lines)—15c


Make a date!
Let Everything Else Wait!
only 2 days
are left for
JIMMY CAGNEY
BETTE DAVIS
TOGETHER!!
THE BRIDE CAME C.O.D.
A WARNER BROS. HIT with
STUART ERWIN · EUGENE PALLETTE · JACK CARSON
GEORGE TOBIAS · HARRY DAVENPORT
Directed by WILLIAM KEIGHLEY

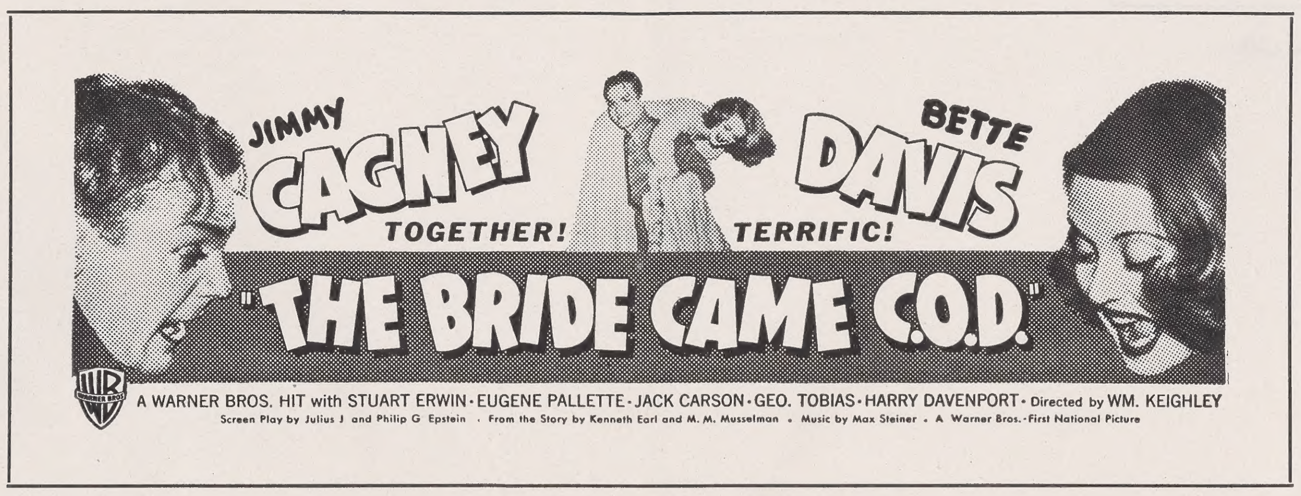
Mat 108

4 inches (56 lines)—15c

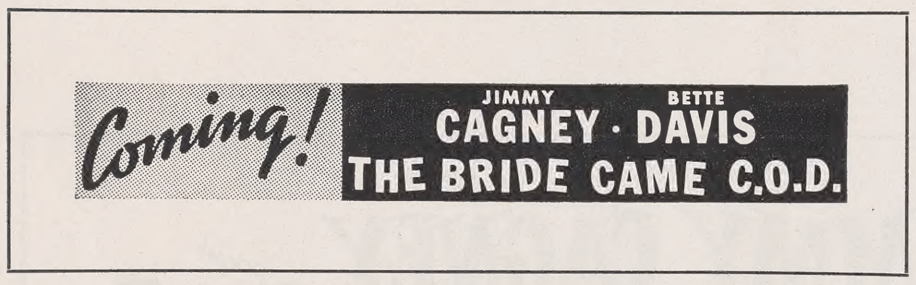

More FUN than you've ever had!
JIMMY CAGNEY
BETTE DAVIS
TOGETHER!!
THE BRIDE CAME C.O.D.
A NEW WARNER BROS. SUCCESS with
STUART ERWIN · EUGENE PALLETTE · JACK CARSON
GEORGE TOBIAS · HARRY DAVENPORT
Directed by WILLIAM KEIGHLEY

Mat 111

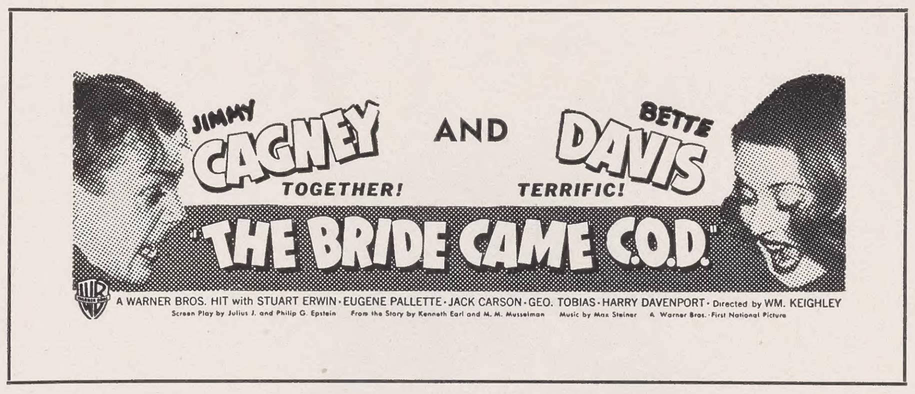
3½ inches (47 lines)—15c


JIMMY CAGNEY
TOGETHER!
BETTE DAVIS
TERRIFIC!
"THE BRIDE CAME C.O.D."
A WARNER BROS. HIT with STUART ERWIN · EUGENE PALLETTE · JACK CARSON · GEO. TOBIAS · HARRY DAVENPORT · Directed by WM. KEIGHLEY
Screen Play by Julius J. and Philip G. Epstein . From the Story by Kenneth Earl and M. M. Musselman . Music by Max Steiner . A Warner Bros.-First National Picture

Mat 307—1¾ inches x 3 columns (75 lines)—45c


Coming!
JIMMY CAGNEY · BETTE DAVIS
THE BRIDE CAME C.O.D.

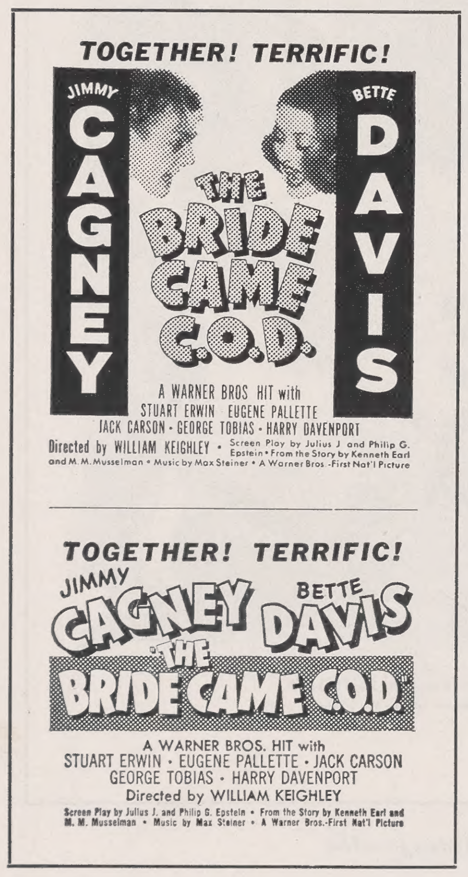
Mat 217—¾ inch x 2 columns (16 lines)—30c


JIMMY CAGNEY
AND
BETTE DAVIS
TOGETHER!
TERRIFIC!
"THE BRIDE CAME C.O.D."
A WARNER BROS. HIT with STUART ERWIN · EUGENE PALLETTE · JACK CARSON · GEO. TOBIAS · HARRY DAVENPORT · Directed by WM. KEIGHLEY

Mat 218—1¼ inches x 2 columns (36 lines)—30c

2 ADS ON ONE MAT

Mat 109-15c


TOGETHER! TERRIFIC!
JIMMY CAGNEY
THE BRIDE CAME C.O.D.
BETTE DAVIS
A WARNER BROS. HIT with
STUART ERWIN · EUGENE PALLETTE
JACK CARSON · GEORGE TOBIAS · HARRY DAVENPORT
Directed by WILLIAM KEIGHLEY
TOGETHER! TERRIFIC!
JIMMY CAGNEY BETTE DAVIS
THE BRIDE CAME C.O.D.
A WARNER BROS. HIT with
STUART ERWIN · EUGENE PALLETTE · JACK CARSON
GEORGE TOBIAS · HARRY DAVENPORT
Directed by WILLIAM KEIGHLEY

Official Billing

WARNER BROS.	40%
Pictures, Inc. Presents	5%
JAMES CAGNEY BETTE DAVIS	100%
in	
"THE BRIDE CAME C. O. D."	100%
with	
STUART ERWIN — EUGENE PALLETTE — JACK CARSON	25%
GEORGE TOBIAS — HARRY DAVENPORT	25%
Directed by WILLIAM KEIGHLEY	25%
Screen Play by Julius J. and Philip G. Epstein	3%
From the Story by Kenneth Earl and M. M. Musselman	2%
Music by Max Steiner	3%
A Warner Bros.-First National Picture	5%

Vitaphone Shorts Selections

TECHNICOLOR PRODUCTIONS lets us know that "Here Comes The Cavalry," dynamically portraying its role in defense. 6005 — Technicolor Production — 20 mins.

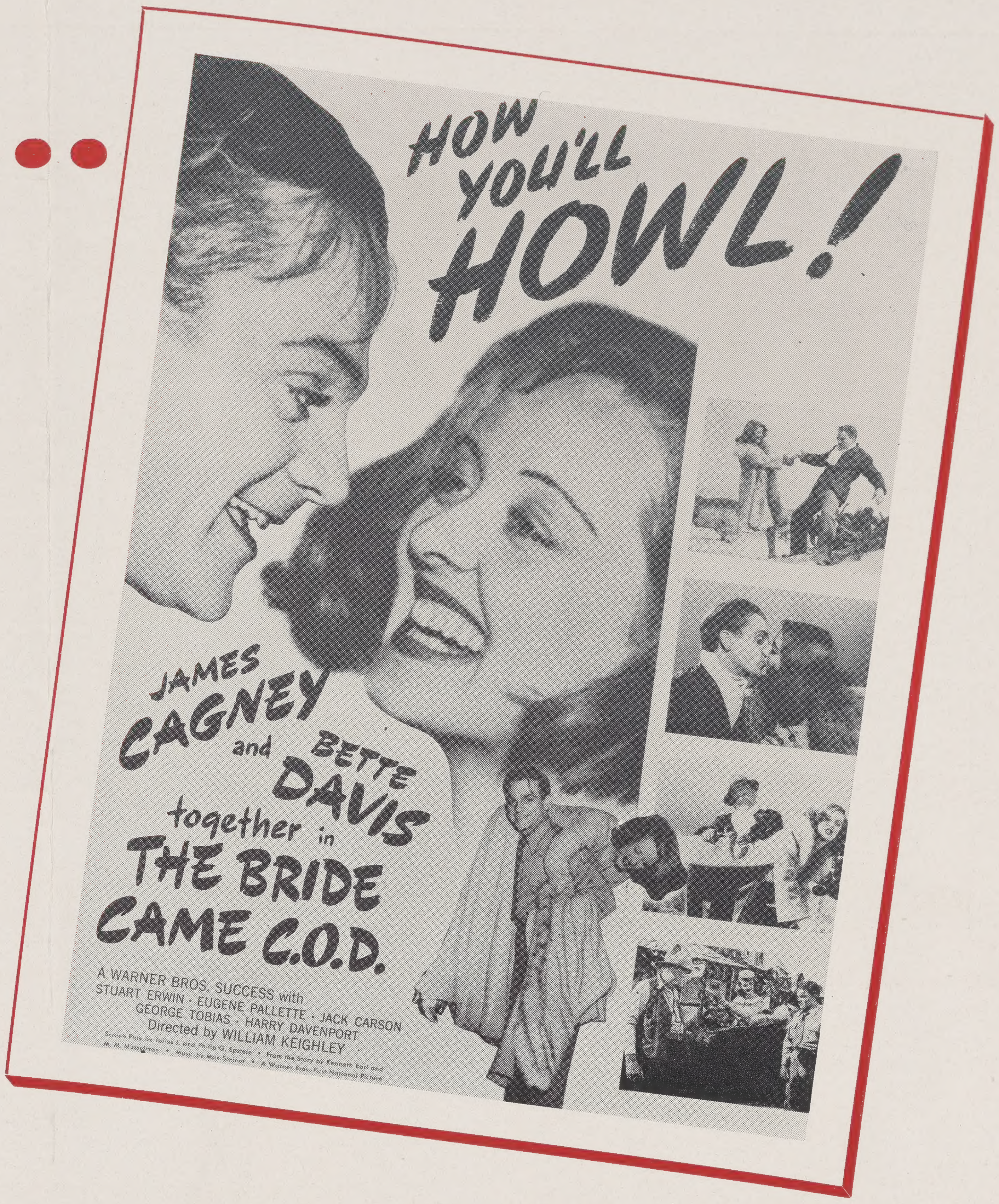
SPORTS PARADE goes to sea with "Sail Ho" aboard a fascinating historic sailing schooner. 6408 — Sports Parade—10 mins.

MELODY MASTERS presents the melodic "Hal Kemp And His Orchestra" in a fast-moving band reel. 6509 —Melody Master—10 mins.

LOONEY TUNES says "Meet John Doughboy," hilarious satire on conscriptees' tribulations. 6614—Looney Tune —7 mins.

MERRIE MELODIES chalks up another fun-riot with "The Heckling Hare," starring the favorite "Bugs" Bunny. 6722—Merrie Melodie—7 mins.

It's A Howl...

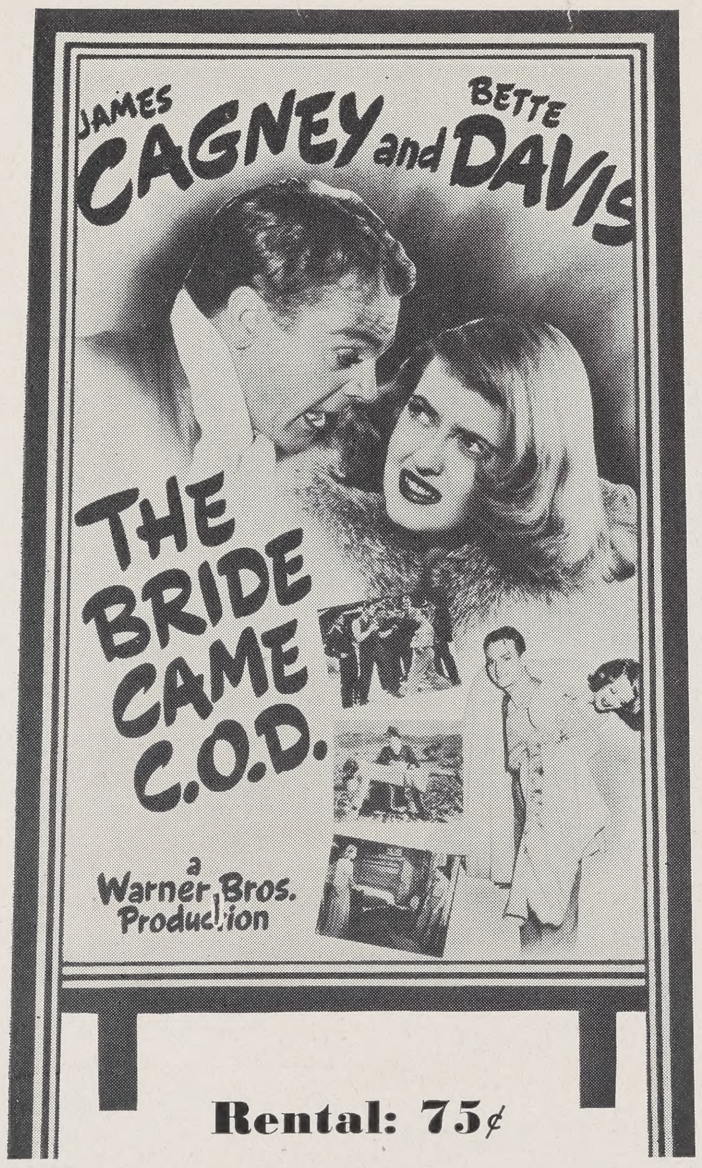

HOW YOU'LL HOWL!
JAMES CAGNEY and BETTE DAVIS together in
THE BRIDE CAME C.O.D.
A WARNER BROS. SUCCESS with
STUART ERWIN · EUGENE PALLETTE · JACK CARSON
GEORGE TOBIAS · HARRY DAVENPORT
Directed by WILLIAM KEIGHLEY
Screen Play by Julius J. and Philip G. Epstein • From the Story by Kenneth Earl and M. M. Musselman • Music by Max Steiner • A Warner Bros.-First National Picture

9" x 12" Colored Litho Herald

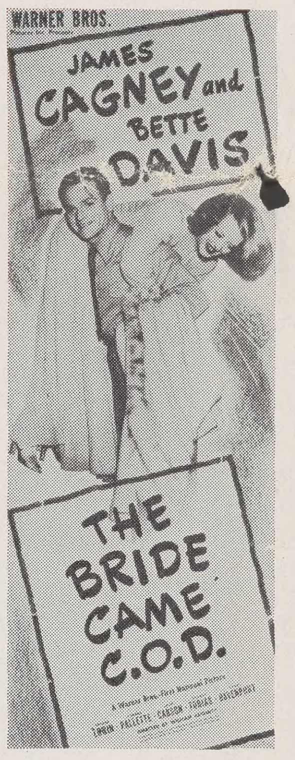
Here's the herald for this show, selling the stars and comedy of the picture. Attractively printed in full color, it's priced low enough for quantity distribution. Entire reverse side is free for co-op advertising imprint.

$2.75 per M in lots of 5M and over **$3.00 per M in lots less than 5M**

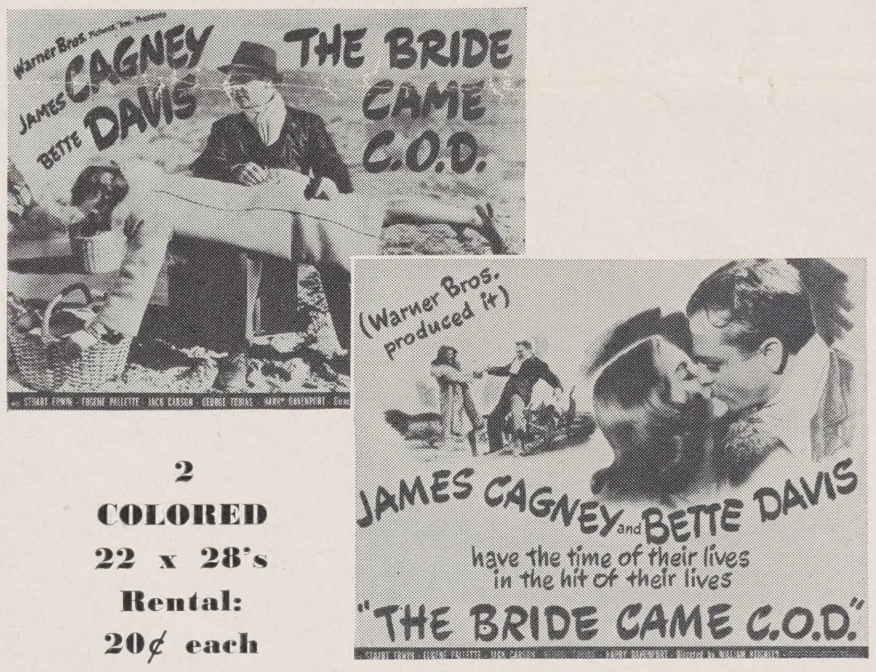
40" x 60"
PHOTOCHROME DISPLAY


JAMES CAGNEY and BETTE DAVIS
THE BRIDE CAME C.O.D.
a Warner Bros. Production

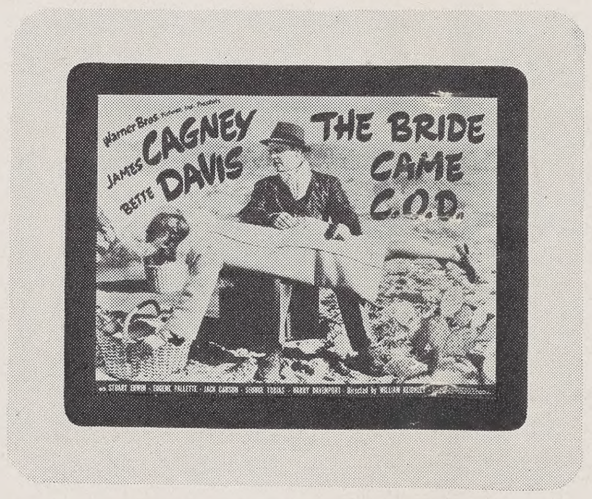
Rental: 75¢


WARNER BROS.
JAMES CAGNEY and BETTE DAVIS
THE BRIDE CAME C.O.D.

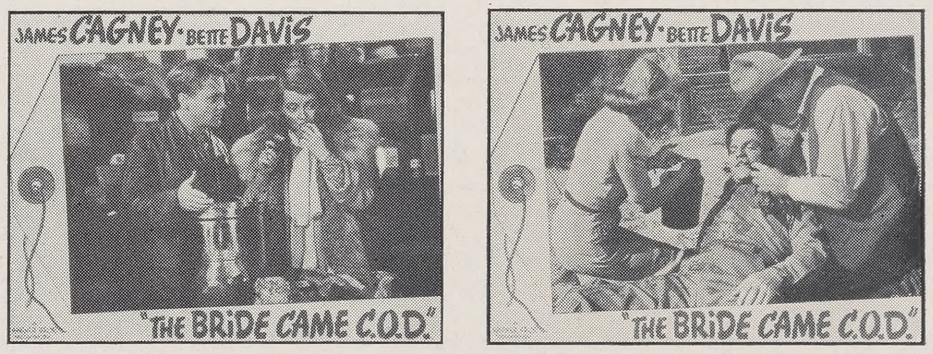
INSERT CARD
Rental: 12¢


Warner Bros.
JAMES CAGNEY
BETTE DAVIS
THE BRIDE CAME C.O.D.
(Warner Bros. produced it)
JAMES CAGNEY and BETTE DAVIS
have the time of their lives
in the hit of their lives
"THE BRIDE CAME C.O.D."

2
COLORED
22 x 28's
Rental:
20¢ each


Warner Bros.
JAMES CAGNEY
BETTE DAVIS
THE BRIDE CAME C.O.D.

SLIDE . . . . . Price: 15¢


JAMES CAGNEY · BETTE DAVIS
"THE BRIDE CAME C.O.D."
JAMES CAGNEY · BETTE DAVIS
"THE BRIDE CAME C.O.D."

8 COLORED 11 x 14's . . . . . Rental: 35¢ for Set

SIGNED STAR FOTOS FOR GIVEAWAYS

James Cagney

Bette Davis

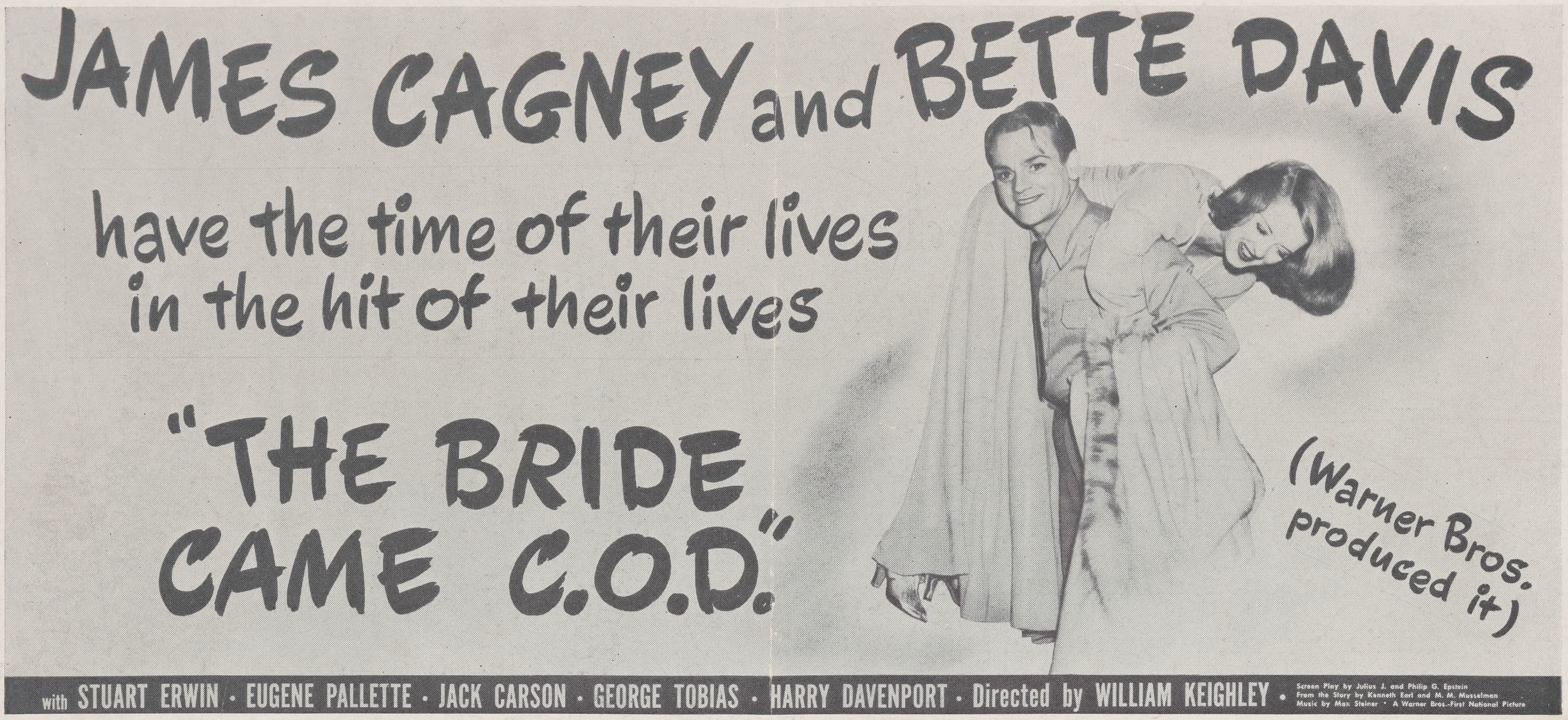
11" x 14" COLOR GLOS

Prices: 25 and over — 20c each; 10 to 24 — 30c each, 1 to 9 — 35c each. Also in 8" x 10" size at 15c each.

8" x 10" FAN FOTOS

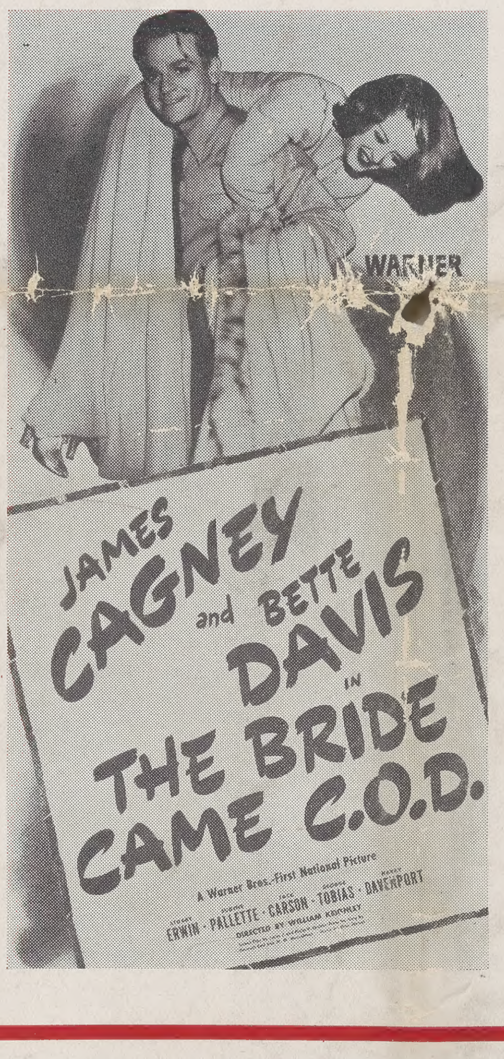
Prices: 1,000 to 2,000 — $4.40 per M. Lower prices on larger quantities — ask your Vitagraph ad salesman.

Bette Davis

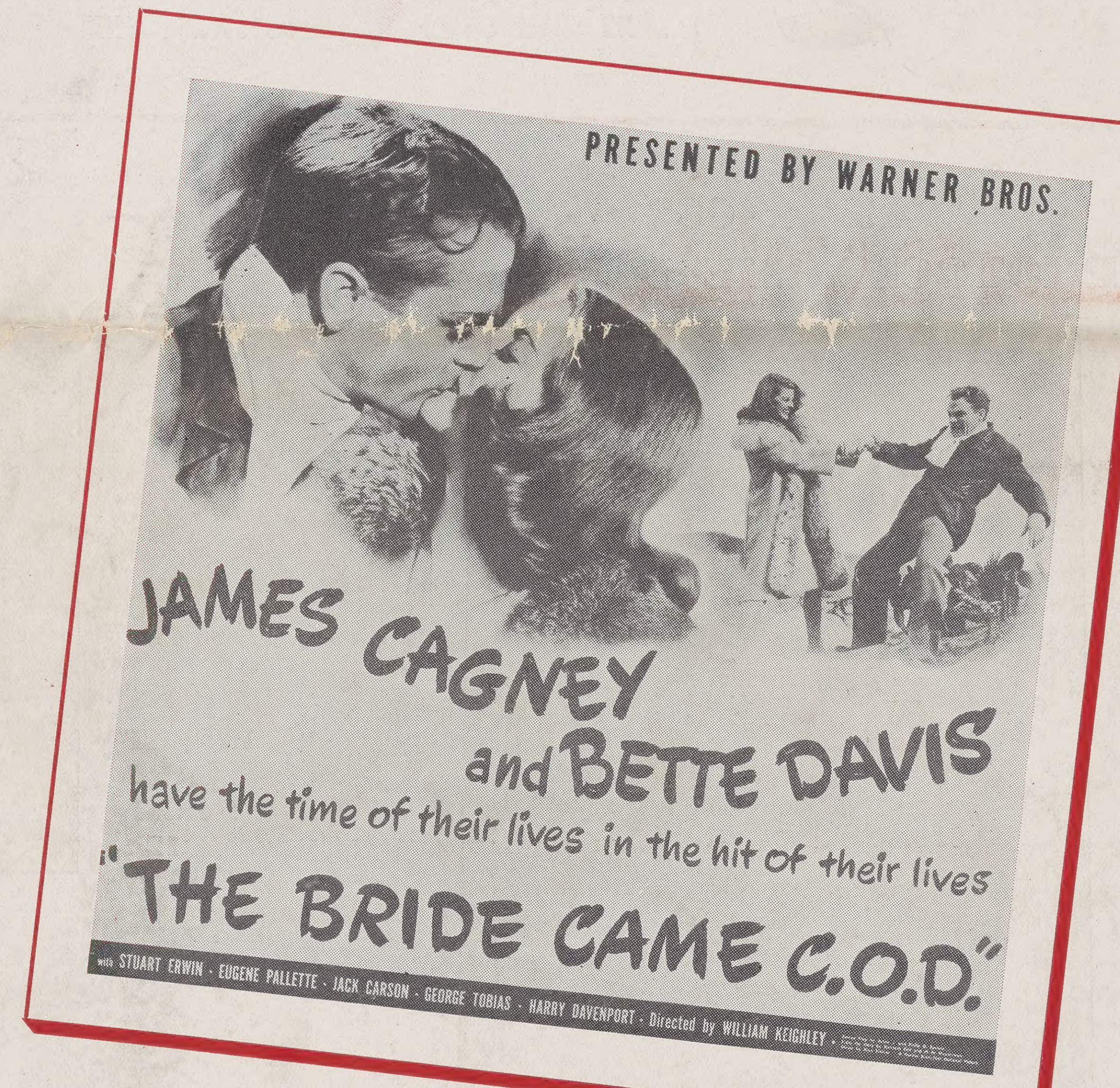

JAMES CAGNEY and BETTE DAVIS
have the time of their lives
in the hit of their lives
"THE BRIDE CAME C.O.D."
(Warner Bros. produced it)
with STUART ERWIN · EUGENE PALLETTE · JACK CARSON · GEORGE TOBIAS · HARRY DAVENPORT · Directed by WILLIAM KEIGHLEY ·
Screen Play by Julius J. and Philip G. Epstein
From the Story by Kenneth Earl and M. M. Musselman
Music by Max Steiner · A Warner Bros.-First National Picture

24-SHEET

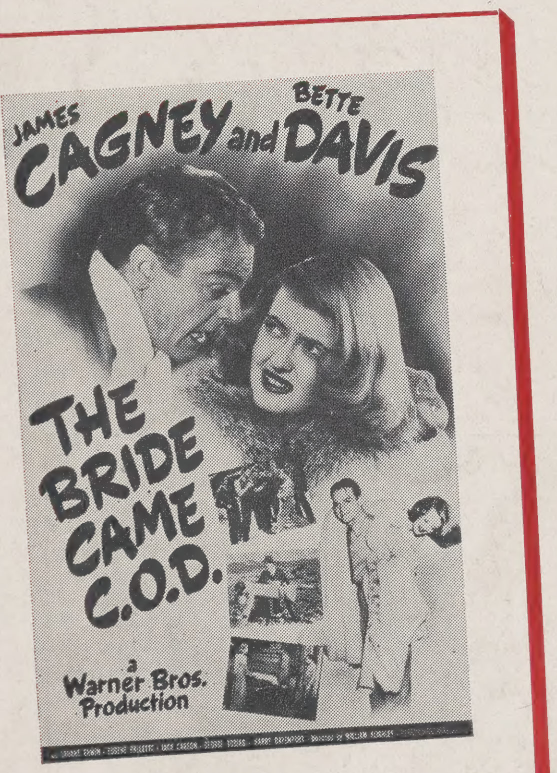
POSTERS


WARNER
JAMES CAGNEY and BETTE DAVIS IN
THE BRIDE CAME C.O.D.
A Warner Bros.-First National Picture
ERWIN · PALLETTE · CARSON · TOBIAS · DAVENPORT
DIRECTED BY WILLIAM KEIGHLEY

3-SHEET *(Rental: 24¢)*


PRESENTED BY WARNER BROS.
JAMES CAGNEY
and BETTE DAVIS
have the time of their lives in the hit of their lives
"THE BRIDE CAME C.O.D."
with STUART ERWIN · EUGENE PALLETTE · JACK CARSON · GEORGE TOBIAS · HARRY DAVENPORT · Directed by WILLIAM KEIGHLEY

6-SHEET *(Rental: 48¢)*

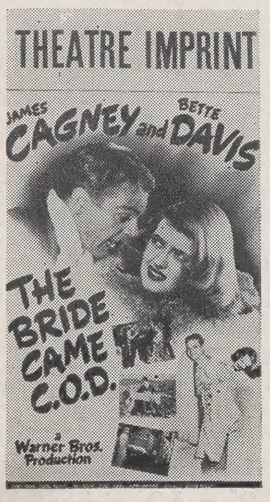

JAMES CAGNEY and BETTE DAVIS
THE BRIDE CAME C.O.D.
a Warner Bros. Production

1-SHEET *(Rental: 8¢)*

Special Quantity Prices

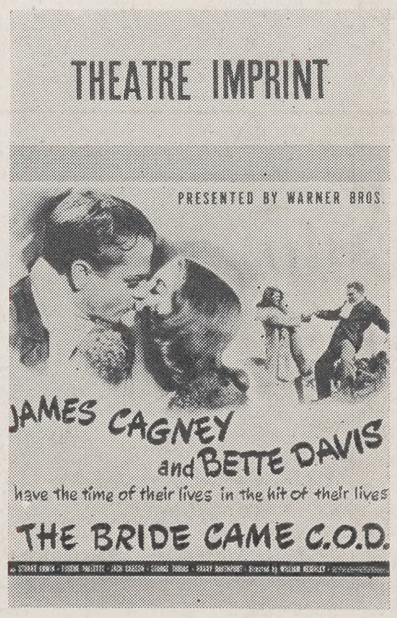
24-SHEETS	
1 to 4	$2.40 each
5 to 9	2.25 each
10 to 24	2.00 each
25 and over	1.75 each
SIX-SHEETS	
25 to 49	80c each
50 to 99	70c each
100 and over	60c each
THREE-SHEETS	
50 to 99	32c each
100 and over	28c each
ONE-SHEETS	
50 to 99	11c each
100 and over	9c each

2 WINDOW CARDS


THEATRE IMPRINT
JAMES CAGNEY and BETTE DAVIS
THE BRIDE CAME C.O.D.
Warner Bros. Production

MIDGET SIZE
Price: 4c each

REGULAR SIZE
Prices:
1 to 49 ....7c each
50 to 99 ....6c each
100 and over...5½c each


THEATRE IMPRINT
PRESENTED BY WARNER BROS.
JAMES CAGNEY
and BETTE DAVIS
have the time of their lives in the hit of their lives
THE BRIDE CAME C.O.D.

PRINTED IN U.S.A.

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Wisconsin Center
for Film and Theater Research

http://wcftr.commarts.wisc.edu

MEDIA
HISTORY
DIGITAL LIBRARY

https://www.mediahistoryproject.org/